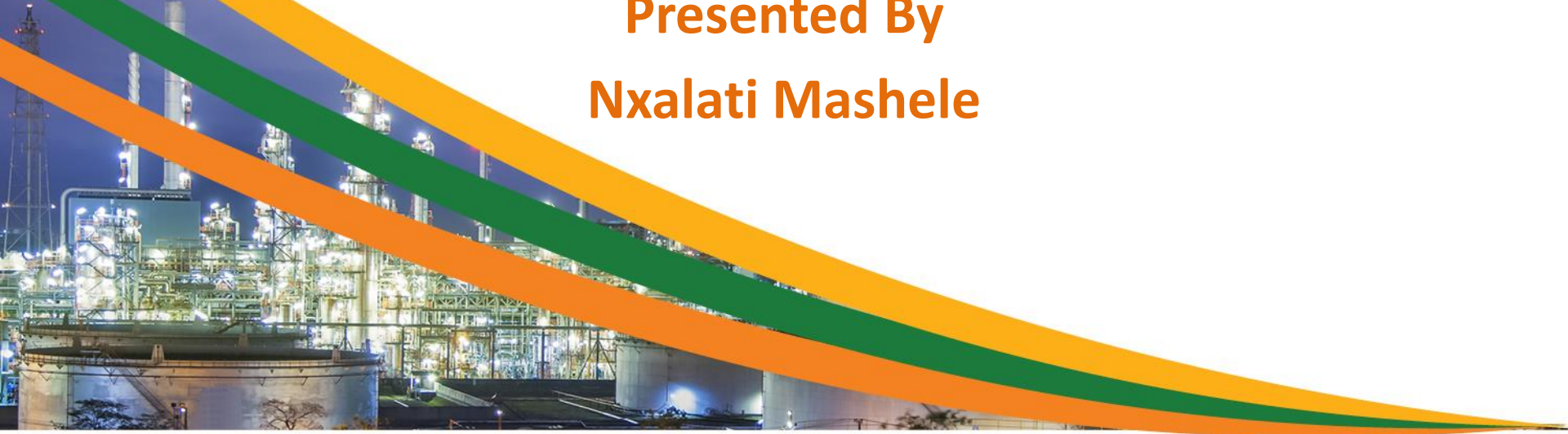


EXPORT MARKETING & INVESTMENT ASSISTANCE (EMIA)

Export Awareness Workshop

Presented By

Nxalati Mashele



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Department
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

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DEFINITION

Export Marketing and Investment Assistance (EMIA) is an incentive offered by the Department of Trade, Industry and Competition to partially compensate exporters for costs incurred in respect of identifying new and developing existing export markets for SA Products and Services and recruiting Foreign Direct Investment into the country.



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EMIA OFFERINGS

Group Participation

- National Pavilions (Exhibition)
- Trade Missions (Outward Trade/Investment Missions or Inward Buying/Investment Missions)

Individual Participation

- Individual Exhibition
- Foreign Direct Investment and Primary Market Research
- Individual Inward Missions

Project Funding

- Sector Specific Funding
- Capital Project Feasibility Programme



REQUIREMENTS

- Registered companies with CIPC
- Traded for at least 12 Months
- Brochure of the company's products
- Tax compliance
- BEE compliance
- Financial statements
- Import and Export registration



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REQUIREMENTS Cont.....

- Copy of a passport
- Images – Branding
- Three Quotes for flight tickets, Stand Builder and Freight Forwarder, design and branding (Individual Participation)
- Export Marketing Plan (Individual Participation)
- List of confirmed meetings with business counterpart (Individual Participation)
- Outsourcing companies (Signed agreement) – Individual Participation



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HOW TO APPLY FOR EMIA FUNDING

- Applicants to submit applications **Five (5) months** prior to the event (National Pavilions) and **Two (2) months** prior for Group Missions and Individual Participation. The Individual Participation Scheme has been suspended until further notice.
- All applications must be forwarded to EMIA via e-mail.
- Applications to be acknowledged within **48 hours**
- Complete applications will evaluated and subsequently presented to the Adjudication Committee for approval
- The Committee meets twice per month unless there are urgent applications
- Successful and unsuccessful applicants will be notified in writing, should the company wish to appeal the outcome of the application, such request must be forwarded to the Director responsible for EMIA.
- **EMIA reserves the right to decline qualifying entities due to budget constraints.**

SECTORS TARGETED

- Aerospace, Rail and Marine
- Agro-Processing, including Furniture
- Built Environment Professions (Consulting, Civil, Architecture and Quantity surveys)
- Chemicals (Pharmaceuticals and Plastics fabrication)
- Business Process Outsourcing (BPO)
- Capital Equipment and Allied services
- Automotive
- Clothing, textiles, footwear and leather products
- Creative industries (Film and television, music and crafts)
- Electro-technical industries (electronics, electrical engineering)
- Energy –efficient products
- Metals fabrication
- Paper and pulp
- Pre-Qualified Tourism



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Financial Benefits

- International, Regional and Local costs
- Hotel Accommodation – Subsistence Allowance
- Exhibition costs – Including Space, Stand Building, Advertising, Branding etc
- Freight Forwarding and Clearing Services
- Ground Transport



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HOW TO SUBMIT A CLAIM

Claim form together with the following supporting documentation to be e-mailed within three (3) months after the date of return from event : EMIAClaims@thedtic.gov.za

Supporting documentation:

- **Signed approval letter**
- **Copy of passport showing the personal details**
- **Copy of entry/departure date stamps**
- **COPY OF BOARDING PASSES**
- **COPY OF SARS COMPLIANCE PIN**
- **COPY OF VALID BBBEE CERTIFICATE**
- **Copy of e-ticket if the dtic did not procure ticket**
- **Proof of payment in the form of bank statement**
- **Proof of bank account – Letter from the bank confirming the banking details**
- **Signed Supplier Maintenance Form (the dtic will provide to clients)**

Delay in processing claims will cause by the following:

- **Banking details verification and SARS verification**

ALL CLAIMS WILL BE ACKNOWLEDGED WITHIN 48 HOURS

CONDITIONS

- Applicants must submit a feedback reports in four cycle, starting from 3 Months after the event, Six, Nine and Twelve Months after the event.
- In an effort to enhance the performance of the scheme, the reports are key in determining the upcoming events and the information collected it is utilize to present at Parliament and to request funding at National Treasury.
- Participants failing to submit the reports, will therefore be excluded from accessing EMIA funding for a period of 24 Months.
- Site visit will be conducted by **the dtic** to confirm the existence of the company, verify the manufacturing processes or to verify the information submitted during application stage

NATIONAL PAVILIONS LIST FOR 2023/24 (01 APRIL 2023 - 31 MARCH 2024)

No	Begin Date	End Date	Exhibition Details	Host Country	Sector	Website	Closing Date (for applications)	Contact Person
1.	24-Apr-23	27-Apr-23	Expomin 2023	Santiago, Chile	Metals and Mining	www.expomin.cl	09-Feb-23	Tshepo Malunga
2.	01-May-23	04-May-23	Offshore Technology Conference (OTC) 2023	Houston, USA	Oil and Gas	www.otcnet.org	09-Feb-23	Virginia Mbuyisa
3.	09-May-23	12-May-23	IDEF 2023	Istanbul, Turkey	Aerospace and Defence	www.ief.com.tr	09-Feb-23	Mayanda Gawula
4.	06-Jun-23	08-Jun-23	Copperbelt Mining, Agriculture and Commercial Show (CAMINEX) 2023	Kabwe, Zambia	Capital Equipment (Mining and Agricultural Equipment)	www.cass.co.zm	13-Feb-23	Mayanda Gawula
5.	14-Jun-23	16-Jun-23	DRC Mining Week 2023	Lubumbashi, DRC	Metals and Mining	www.drcminingweek.com	13-Feb-23	Virginia Mbuyisa
6.	05-Sep-23	07-Sep-23	Automechanika Johannesburg 2023	Johannesburg, South Africa	Automotive	www.automechanika.za.messefrankfurt.com/johannesburg/en.html	05-Apr-23	Tshepo Malunga
7.	06-Sep-23	08-Sep-23	Fruit Logistica Asia 2023	Hong Kong	Agro-Processing (Fresh Fruits and Vegetables)	www.asiafruitlogistica.com	06-Apr-23	Tshepo Malunga
8.	12-Sep-23	15-Sep-23	DSEI 2023	London, UK	Aerospace and Defence	www.dsei.co.uk	12-Apr-23	Virginia Mbuyisa
9.	20-Sep-23	25-Sep-23	Grand Pavois – La Rochelle Boat Show 2023	La Rochelle, France	Boat Building	www.grand-pavois.com	25-Apr-23	Mayanda Gawula
10.	02-Oct-23	04-Oct-23	Automechanika Middle East 2023	Dubai, UAE	Automotive	www.automechanikaadipal.com	02-May-23	Virginia Mbuyisa
11.	02-Oct-23	05-Oct-23	Abu Dhabi International Petroleum Exhibition & Conference 2023	Abu Dhabi, UAE	Oil and Gas	www.adipoc.com	02-May-23	Tshepo Malunga
12.	07-Oct-23	11-Oct-23	Anuga 2023	Cologne, Germany	Agro-Processing	www.anuga.com	04-May-23	Tshepo Malunga
13.	09-Oct-23	13-Oct-23	Africa Oil Week 2023	Cape Town, South Africa	Oil and Gas	www.africa-oilweek.com	09-May-23	Virginia Mbuyisa
14.	12-Oct-23	15-Oct-23	United State Sailboat Show 2023	Annapolis, USA	Boat building	www.annapolisboatshows.com	15-May-23	Mayanda Gawula
15.	21-Nov-23	23-Nov-23	Footwear and Leather Show 2023	Melbourne, Australia	Foot Wear and Leather	www.footwearleathershow.com.au	15-Jun-23	Mayanda Gawula
16.	05-Feb-24	08-Feb-24	Mining Indaba 2024	Cape Town, South Africa	Mining & Capital Equipment	www.miningindaba.com	05-Sept-23	Mayanda Gawula
17.	07-Feb-24	09-Feb-24	Fruit Logistica Berlin 2024	Berlin, Germany	Agro-Processing (Fresh Fruits and Vegetables)	www.fruitlogistica.com	07-Sep-23	Virginia Mbuyisa
18.	12-Feb-24	14-Feb-24	Magic Las Vegas 2024	Las Vegas, USA	Textile, Clothing, Footwear and Leather	www.magicfashionevents.com	13-Sep-23	Tshepo Malunga
19.	19-Feb-24	23-Feb-24	Gulfood 2024	Dubai, UAE	Agro-Processing (except alcoholic beverages)	www.gulfood.com	18-Sep-23	Mayanda Gawula

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Deputy Director: EMIA Claims and Performance Measurements	Nxalati Mashele	Nmashele@thedtic.gov.za	012 394 1146