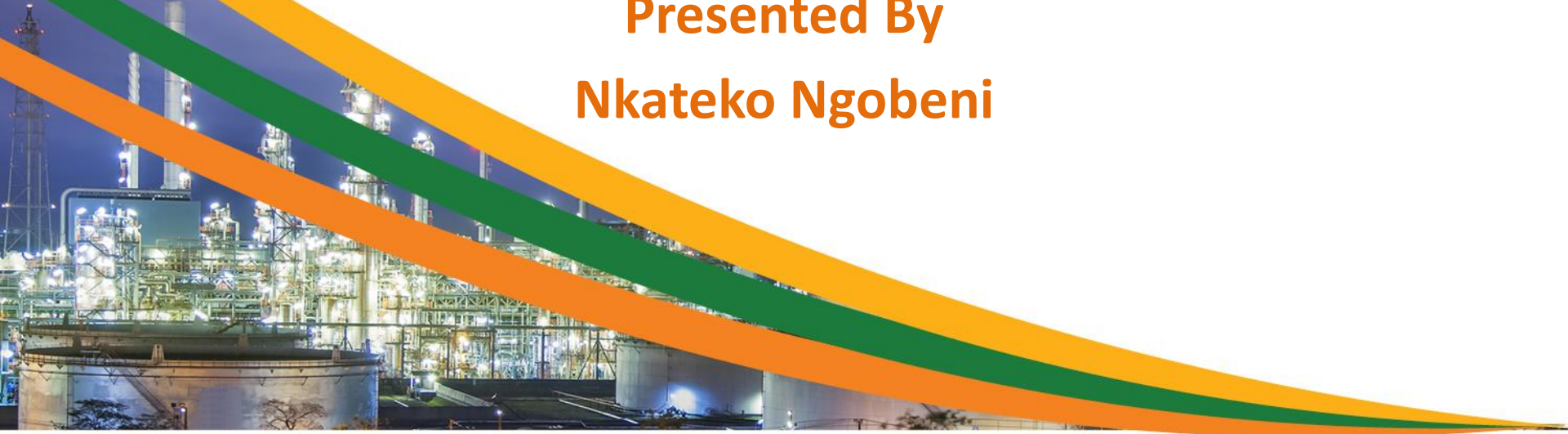


# EXPORT MARKETING & INVESTMENT ASSISTANCE (EMIA)

## Export Awareness Workshop

Presented By

Nkateko Ngobeni



**the dtic**

Department  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

**the dtic - together, growing the economy**

the dtic Customer Contact Centre: 0861 843 384

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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](mailto: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                                     | <a href="http://www.expomin.cl">www.expomin.cl</a>   | 09-Feb-23                       | Tehepleo Malunga |
| 2.  | 01-May-23  | 04-May-23 | Offshore Technology Conference (OTC) 2023                         | Houston, USA               | Oil and Gas   | <a href="http://www.otcnet.org">www.otcnet.org</a>   | 09-Feb-23                       | Virginia Mbuyisa |
| 3.  | 09-May-23  | 12-May-23 | IDEF 2023   | Istanbul, Turkey           | Aerospace and Defence                                 | <a href="http://www.ief.com.tr">www.ief.com.tr</a>   | 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) | <a href="http://www.cass.co.zm">www.cass.co.zm</a>   | 13-Feb-23                       | Mayanda Gawula   |
| 5.  | 14-Jun-23  | 16-Jun-23 | DRC Mining Week 2023  | Lubumbashi, DRC            | Metals and Mining                                     | <a href="http://www.drcminingweek.com">www.drcminingweek.com</a>   | 13-Feb-23                       | Virginia Mbuyisa |
| 6.  | 05-Sep-23  | 07-Sep-23 | Automechanika Johannesburg 2023                                   | Johannesburg, South Africa | Automotive  | <a href="http://www.automechanika.za.messefrankfurt.com/johannesburg/en.html">www.automechanika.za.messefrankfurt.com/johannesburg/en.html</a> | 05-Apr-23                       | Tehepleo Malunga |
| 7.  | 06-Sep-23  | 08-Sep-23 | Fruit Logistica Asia 2023   | Hong Kong                  | Agro-Processing (Fresh Fruits and Vegetables)         | <a href="http://www.asiafruitlogistica.com">www.asiafruitlogistica.com</a>   | 06-Apr-23                       | Tehepleo Malunga |
| 8.  | 12-Sep-23  | 15-Sep-23 | DSEI 2023   | London, UK                 | Aerospace and Defence                                 | <a href="http://www.dsei.co.uk">www.dsei.co.uk</a>   | 12-Apr-23                       | Virginia Mbuyisa |
| 9.  | 20-Sep-23  | 25-Sep-23 | Grand Pavois – La Rochelle Boat Show 2023                         | La Rochelle, France        | Boat Building   | <a href="http://www.grand-pavois.com">www.grand-pavois.com</a>   | 25-Apr-23                       | Mayanda Gawula   |
| 10. | 02-Oct-23  | 04-Oct-23 | Automechanika Middle East 2023                                    | Dubai, UAE                 | Automotive  | <a href="http://www.automechanikadubai.com">www.automechanikadubai.com</a>   | 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   | <a href="http://www.adipoc.com">www.adipoc.com</a>   | 02-May-23                       | Tehepleo Malunga |
| 12. | 07-Oct-23  | 11-Oct-23 | Anuga 2023  | Cologne, Germany           | Agro-Processing                                       | <a href="http://www.anuga.com">www.anuga.com</a>   | 04-May-23                       | Tehepleo Malunga |
| 13. | 09-Oct-23  | 13-Oct-23 | Africa Oil Week 2023  | Cape Town, South Africa    | Oil and Gas   | <a href="http://www.africa-oilweek.com">www.africa-oilweek.com</a>   | 09-May-23                       | Virginia Mbuyisa |
| 14. | 12-Oct-23  | 15-Oct-23 | United State Sailboat Show 2023                                   | Annapolis, USA             | Boat building   | <a href="http://www.annapolisboatshows.com">www.annapolisboatshows.com</a>   | 15-May-23                       | Mayanda Gawula   |
| 15. | 21-Nov-23  | 23-Nov-23 | Footwear and Leather Show 2023                                    | Melbourne, Australia       | Foot Wear and Leather                                 | <a href="http://www.footwearleathershow.com.au">www.footwearleathershow.com.au</a>   | 15-Jun-23                       | Mayanda Gawula   |
| 16. | 05-Feb-24  | 08-Feb-24 | Mining Indaba 2024  | Cape Town, South Africa    | Mining & Capital Equipment                            | <a href="http://www.miningindaba.com">www.miningindaba.com</a>   | 05-Sept-23                      | Mayanda Gawula   |
| 17. | 07-Feb-24  | 09-Feb-24 | Fruit Logistica Berlin 2024                                       | Berlin, Germany            | Agro-Processing (Fresh Fruits and Vegetables)         | <a href="http://www.fruitlogistica.com">www.fruitlogistica.com</a>   | 07-Sep-23                       | Virginia Mbuyisa |
| 18. | 12-Feb-24  | 14-Feb-24 | Magic Las Vegas 2024  | Las Vegas, USA             | Textile, Clothing, Footwear and Leather               | <a href="http://www.magicfashionevents.com">www.magicfashionevents.com</a>   | 13-Sep-23                       | Tehepleo Malunga |
| 19. | 19-Feb-24  | 23-Feb-24 | Gulfood 2024  | Dubai, UAE                 | Agro-Processing (except alcoholic beverages)          | <a href="http://www.gulfood.com">www.gulfood.com</a>   | 18-Sep-23                       | Mayanda Gawula   |

## CONTACT DETAILS OF INCENTIVES PROJECT TEAM:

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|  |  |  |                              |
| <b>Director</b>  | Ernest Moagi                           | <a href="mailto:emoagi@thedtic.gov.za">emoagi@thedtic.gov.za</a>   | 012 394 1961                 |
| <b>Deputy Director:</b><br>Group Missions                          | Allison Christian<br>/Corne du Plessis | <a href="mailto:achristian@thedtic.gov.za">achristian@thedtic.gov.za</a> /<br><a href="mailto:cduplessis@thedtic.gov.za">cduplessis@thedtic.gov.za</a> | 012 394 1028<br>012 394 1020 |
| <b>Deputy Director:</b><br>National Pavilions                      | Samuel Maboane/<br>Victor Makhele      | <a href="mailto:smaboane@thedtic.gov.za">smaboane@thedtic.gov.za</a><br><a href="mailto:vmakhele@thedtic.gov.za">vmakhele@thedtic.gov.za</a>           | 012 394 1357<br>012 394 1034 |
| Deputy Director:<br>EMIA Claims and<br>Performance<br>Measurements | Nxalati Mashele                        | <a href="mailto:Nmashele@thedtic.gov.za">Nmashele@thedtic.gov.za</a>   | 012 394 1146                 |