

CALL FOR APPLICATIONS



**SUPPORT PROGRAMME TO THE
TRANSFORMATION OF THE WINES AND SPIRITS
SECTOR IN SOUTH AFRICA – INCLUDING
MARKETING AND DISTRIBUTION TO PRIORITY
MARKETS OUTSIDE THE EUROPEAN UNION**



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



NAMC

Promoting market access for South African agriculture



Funded by
the European Union

ABOUT THE PROGRAMME:

The National Agricultural Marketing Council (NAMC) calls all relevant and qualifying businesses to apply for grant funding under the **European Union-funded Support Programme to the Transformation of the Wines and Spirits Sector in South Africa – Including Marketing and Distribution in Priority Markets Outside the European Union.**

The programme has two components: transformation (valued at MEUR 10) as well as marketing and distribution (valued at MEUR 5). The transformation component of the programme will be implemented by Land and Agricultural Development Bank of South Africa (“Land Bank”) while the marketing and distribution component will be implemented by NAMC.

The purpose of the marketing and distribution component of the programme is to capacitate and support **Black-owned enterprises in the wines and spirits sector** to build their brands and develop their local and international markets.

SELECTION CRITERIA

- South African citizens with a valid identity document and registered business entity.
- Black-owned and managed enterprises operating in the wines and spirits sector.
- Black-owned or at least 51% Black-owned enterprises where ownership accords with the definitions stated in the B-BBEE Act (2013).
- Ability to prove funding will benefit women-owned and youth-owned enterprises and enterprises owned by other marginalised and previously disadvantaged groups or individuals.
- Ability to demonstrate that the transaction will assist Black-owned enterprises in the wines and spirits sector to build their brands and develop their local and international markets.

EXCLUSIONS

- Government employees – including NAMC, other state-owned entities, and politicians in public office
- Employees of all organisations serving as administrators of the programme.
- Special advisors for agricultural programmes (local, provincial, and national).
- Foreign nationals, dual citizenship and illegal immigrants.
- Politically exposed persons posing reputational risk as identified through, but not limited to, anti-money laundering risk management and compliance policies.
- Applicants who are passive investors and not in any way directly involved in the business.
- Individuals whose demographic falls outside of the definitions afforded by the B-BBEE Act (2013) as being historically disadvantaged.
- Applicants found to have mismanaged previous government or industry funded support.
- Applicants with pending litigation or liquidation proceedings or court judgement or court order or commencement of business rescue proceedings.

ELIGIBLE FUND USES

The Fund aims to capacitate and support Black-owned enterprises (about 51% ownership/ shares and more) in the wines and spirits sector to build their brands and develop their local and international markets. Grant funding will be provided for the items listed below but the list is not exhaustive:

- Trade finance
- Credit insurance
- Brand building
- Brand listing by national and international retailers
- Marketing development
- Market development
- Market research in targeted export markets
- Compliance with national and international production standards
- Compliance with legal requirements to participate in trade
- Training
- Mentorship

APPLICATIONS

- Applications for funding should be done by filling out the following online application form: [THE EU WINES AND SPIRITS SECTOR FUND APPLICATION FORM](#). The form also makes provisions to upload all the required documents. Documents submitted via email will not be accepted.
- NAMC will also accept applications submitted on behalf of the targeted beneficiaries by industry bodies in the wines and spirits' sector
- Business plan must include at least three quotations for goods and/or services from suppliers.
- All applications will be treated with strict confidentiality
- Applications will be assessed on a first-come, first-served basis by the Fund Assessment Committee (FAC).
- After being appointed and providing the goods and/or services to the applicant, suppliers will request payment from NAMC.
- Applications for funding are open until the funds have been exhausted by screened, approved viable grantees.



REQUIRED DOCUMENTS CHECKLIST

1. Certified ID copies of all directors	
2. Business registration documents (CIPC, MOI, shareholder agreements)	
3. Liquor license (if applicable)	
4. WIETA certificate or proof of application	
5. Audited financial statements (last 2 years)	
6. Cash flow projections	
7. Social development plan	
8. Three quotations for goods or services (if applicable)	
9. Costed business plan	
10. Any other supporting documents	

QUERIES AND REQUESTS FOR ADDITIONAL INFORMATION

For any queries or additional information, please contact the NAMC support team at EUWine.Project@namc.co.za

We are here to assist you throughout the application process.

Join us in transforming the wines and spirits industry and unlock the full potential of your brand. Apply now and embark on a journey of growth and success.

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