

# EXPORT MARKETING & INVESTMENT ASSISTANCE (EMIA)

## Export Awareness Workshop

Presented By

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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 export markets for SA Products and Services and recruiting Foreign Direct Investment into the country.



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# OBJECTIVES OF EMIA

- Provide marketing assistance in order to develop new export markets and grow existing export markets;
- Assist with the identification of new export markets through market research;
- Assist companies to increase their competitive by supporting patent registrations;
- Assist with facilitation to grow FDI through Investment Missions; and
- Increase the contribution of black-owned businesses and SMMEs to South Africa's economy



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# WHO QUALIFIES FOR EMIA

The following entities qualify to apply for funding:

- Registered South African Manufacturers/service companies
- South African export trading houses
- Commission agents
- South African Export Councils
- Industry Associations
- Joint Action Groups
- South African registered co-operatives

**All entities should have traded for more than one financial year**

- Export Readiness - The company and product must be ready for international trading, having the capacity, meet all the requirements in terms of product quality.
- Funding will be available for one person per company (representing the company during the event)



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# HOW DO WE MARKET SA COMPANIES VIA EMIA

- Exhibitions : National Pavilions
- Group Trade Missions : Outward Trade Missions
  - : Outward Investment Missions
  - : Inward Buying Missions
  - : Inward Investment Missions



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# EMIA TOOLS - NATIONAL PAVILLIONS

## National Pavilions

- **the dtic** assists South African exporters by organising National Pavilions ( Exhibition show) to showcase local products at international trade exhibitions
- Companies participating under National Pavilions has an advantage of group participation at a leading local or International trade fair;
- These companies are clustered together according to its sectors or combination of sectors (Multi sector)



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# GROUP TRADE MISSIONS

## Group Outward Selling /Investment Missions

- **the dtic** provides assistance to South African exporters who seek to conclude export orders with foreign buyers and for South African entities which seek to encourage and attract foreign direct investment into the country.
- The offerings includes assistance for export/Investment Seminars/Conferences and Primary Market Research Mission
- These missions are exclusively organised by Export Councils, Chambers of Commerce, Provincial Investment Promotion Agencies, Metros, Export Clubs or **thedi**



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# GROUP TRADE MISSIONS CONTI...

## Group Inward Buying/Investment Missions

- **the dti** provides assistance to organisers of inward buying trade missions, which seek to enable the conclusion of export orders between South African exporters and prospective foreign buyers.
- **the dti** provides assistance to organisers of inward investment missions, which seek to facilitate the flow of FDI into South Africa.
- These missions are organised by Export Councils, Chambers of Commerce, PIPA's, Export Clubs or **thedti**



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# SUPPORTING DOCUMENTATION

- ❖ National Pavilions or Group Mission Application forms which are available from the **the dtic** website: [www.thedtic.gov.za](http://www.thedtic.gov.za)
- ❖ Copy of the company registration documents ( CIPC)
- ❖ Colour brochure of the company's products
- ❖ Digital Images ( for branding)
- ❖ Copy of audited financial statements/letter from the accounting officer confirming the Assets, Liabilities, Turnover and number of employees
- ❖ Copy of export registration certificate ( from SARS customs office)
- ❖ Copy of a passport
- ❖ Valid SARS Compliance Pin
- ❖ BEE Certificate



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# FINANCIAL ASSISTANCE

Export Marketing and Investment Assistance will cover the costs towards the following:

- Local and International Travel costs ( airfare) (economy class)
- Hotel Accommodation (Subsistence allowance)
- Transportation of Exhibition materials ( Freight Forwarding and clearing services)
- Exhibition costs relating to stand rental, design and set-up costs for physical/ hybrid and virtual events



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# FINANCIAL Benefits – Pavilions (Inter)

## **International Travel Costs**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Hotel Accommodation**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Exhibition costs (Physical/Virtual)**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Freight Forwarding and Clearing Services**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

- 100% of the total cost to a maximum of R20,000.00
- No benefits
- R3,500.00 per day
- No Benefits
- 100% of the total cost
- 100% of the total cost

# FINANCIAL Benefits – Pavilions (Local)

## **International Travel Costs**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Hotel Accommodation**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Exhibition costs (Physical/Virtual)**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

## **Freight Forwarding and Clearing Services**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's

- 100% of the total cost to a maximum of R5,000.00
- No benefits
- R2,000.00 per day
- No Benefits
- 100% of the total cost
- 100% of the total cost

# FINANCIAL Benefits – Group Missions( Inter)

## **International Travel Costs**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's
- 100% of the total cost to a maximum of R20,000.00
- 50% of the total cost to a maximum of R10,000.00

## **Hotel Accommodation**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's
- R3,500.00 per day

## **Exhibition costs (Physical/Virtual)**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's
- 100% of the total cost

## **Group Mission coinciding with an International trade show**

### **Freight Forwarding and Clearing Services**

- SMMEs ( include BOE, WWOE,BWOE)
- Other sized Co's
- 100% of the total cost

## **Excess Luggage**

- R2,500.00

# 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
- All sectors as outlined in the IPAP



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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
- **Due to Covid 19 Pandemic** all applications must be forwarded to EMIA via e-mail.
- Applications to be acknowledged within **48 hours**
- Complete applications will be 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.**

# 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 report six (6) months after the event, failure to do so the company will be excluded from accessing further assistance for a period of two years
- Site visit will be conducted by the dtic to confirm the existence of the company or to verify the information submitted during application stage

# NATIONAL PAVILLIONS STAND



# CONTACT DETAILS

<b>Deputy Director:</b> Individual Participation	Busisiwe Radebe	<a href="mailto:BRadebe@thedtic.gov.za">BRadebe@thedtic.gov.za</a>	012 394 1038
<b>Director</b>	Ernest Moagi	<a href="mailto:emoagi@thedtic.gov.za">emoagi@thedtic.gov.za</a>	012 394 1961
<b>Deputy Director:</b> Group Missions	Allison Christian /Corne du Plessis	<a href="mailto:achristian@thedtic.gov.za">achristian@thedtic.gov.za</a> / <a href="mailto:cduplessis@thedtic.gov.za">cduplessis@thedtic.gov.za</a>	012 394 1028 012 394 1020
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Deputy Director: EMIA Claims and Performance Measurements	Nxalati Mashele	<a href="mailto:Nmashele@thedtic.gov.za">Nmashele@thedtic.gov.za</a>	012 394 1146