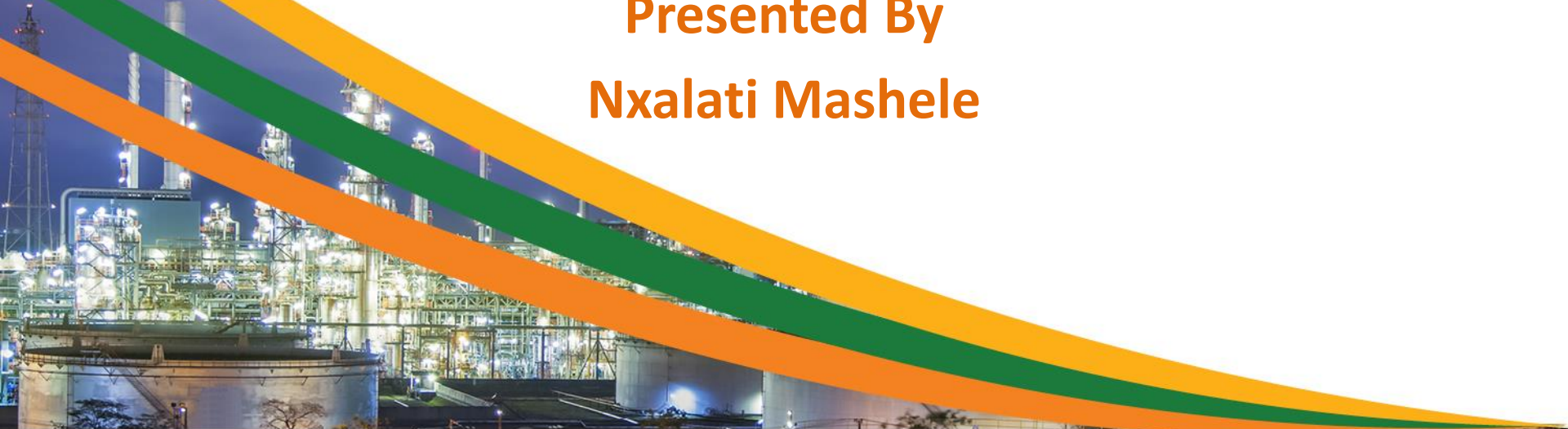


# EXPORT MARKETING & INVESTMENT ASSISTANCE (EMIA)

## Export Awareness Workshop

Presented By

**Nxalati Mashele**



**the dtic**

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



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# REQUIREMENTS

- Registered companies
- 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 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.**

# 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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# 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 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

# 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
<b>Deputy Director:</b> National Pavilions	Samuel Maboane/ Victor Makhele	<a href="mailto:smaboane@thedtic.gov.za">smaboane@thedtic.gov.za</a> <a href="mailto:vmakhele@thedtic.gov.za">vmakhele@thedtic.gov.za</a>	012 394 1357 012 394 1034
Deputy Director: EMIA Claims and Performance Measurements	Nxalati Mashele	<a href="mailto:Nmashele@thedtic.gov.za">Nmashele@thedtic.gov.za</a>	012 394 1146