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Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

# EXPORT MARKETING AND INVESTMENT ASSISTANCE (EMIA)

Competitiveness Incentive Cluster  
Industrial Finance Division (IFD)  
Competitiveness Incentive Cluster (CIC)  
18 August 2021  
Export Awareness Workshop



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# EXPORT MARKETING AND INVESTMENT ASSISTANCE (EMIA)



EMIA develops export markets for South African products and services, and recruits new foreign direct investment into the country

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# OBJECTIVES

- Provide marketing assistance to develop new and grow existing export markets;
- Assist with the identification of new export markets through market research;
- Assist companies to increase their competitiveness by supporting patent registrations, quality marks and product marks;
- Assist with facilitation to grow foreign direct investment (FDI) through missions and FDI research;

**Increase the participation of  
black owned businesses and  
SMME'S to SA economy**



# EMIA OFFERINGS

Individual Participation	Project Funding
Individual Exhibitions	Sector Specific Assistance Scheme
Foreign Direct Investment and Primary Market Research	Capital Projects Feasibility Programme
Individual Inward Missions	



# INDIVIDUAL PARTICIPATION



# INDIVIDUAL PARTICIPATION

## Individual Exhibitions

- Assistance is granted to individual exporters to exhibit products and services at recognised exhibitions abroad where TISA does not provide for a national pavilion

## Primary Market Research & Foreign Direct Investment

- Assistance is provided to partially compensate exporters for costs incurred in developing new export markets and to recruit new foreign direct investment into S.A through personal contact by visiting potential investors in foreign countries

# INDIVIDUAL PARTICIPATION

## continued

**Assistance under PMR is also extended towards attending the following:**

- Exhibition linked to Market research
- Conference (Speaker)

## **Registration of patents, trade marks & quality marks**

- Assistance is provided to exporters for costs incurred relating to registration of a product in a foreign market

# ACTUAL ASSISTANCE

## Assistance is provided on the following basis:

- Travel (economy class)
- Daily subsistence
- Transport of samples
- Designing and printing of marketing materials
- Exhibition costs relating to stand rental, stand design and set up costs; rental of furniture



# INDIVIDUAL PARTICIPATION ASSISTANCE

CALCULATE YOUR GRANT AMOUNT

\$150,000

MC

M+

M-

MR

C

±

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7

8

9

-

## Economy class return airfare

HDI's &  
SMME's

100% to Maximum of R17,000

## Subsistence Allowance

HDI's &  
SMME's

R2,300 per day

## Transport of Samples

HDI's,  
SMME's

R17,500

## Exhibition costs

HDI's  
SMME's  
and  
Other  
size

R50 000 in countries outside the  
African Continent.

R75 000 inside the African Continent  
Included: Design and printing of  
marketing materials, maximum R7000  
(Excluding VAT)

# PRIMARY MARKET RESEARCH ASSISTANCE

CALCULATE YOUR GRANT AMOUNT

\$150,000

MC

M+

M-

MR

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-

## Economy class return airfare

HDI's &  
SMME's

100% to Maximum of R17,000

## Subsistence Allowance

HDI's &  
SMME's

R2,300 per day

## Transport of Samples

HDI's,  
SMME's

R1,000

## Registration of a product in a foreign market

HDI's  
SMME's  
and  
Other  
size

Such as international patent and quality market registration.

Only invoices dated six months prior and twelve months after the date of approval will be considered for reimbursement.

50% of the actual costs to a maximum of R100 0000

# EMIA GENERIC DOCUMENTS

1.	Export Registration Certificate (SARS)
2.	Certificate of Incorporation (CIPC)
3.	Comprehensive colour brochure or Devices
4.	Latest Audited or Independently reviewed/compiled Financial Statements
5.	Export Marketing Plan
6.	B-BBEE certificate of compliance level 1-8 or affidavit for EME's or QSE's

# EMIA DOCUMENTS

7.	Three Air Ticket quotations from three service providers
8.	Three Freight quotations from three service providers
9.	Three quotations for the design and printing of marketing materials
10.	Commission Agents, copies of agency agreements from three SMME's or HDI's to be presented at the event.
11.	Export Trading House, letters confirming permission to represent three SMME's or HDI's
12.	Outsource Agreements for entities outsourcing their manufacturing process

# EMIA DOCUMENTS

13.	Electronic email or confirmation letters from businesses abroad on the company letterhead confirming two scheduled appointments must be submitted to EMIA at least 14 days prior to the date of departure
14.	A detailed confirmed itinerary of companies to be visited (names, address of companies to be visited and contact details)
15.	A copy of the conference programme. Clearly indicating the nature and the status of the conference, speakers, main and sub-themes must be submitted with the application. The attendee should be the speaker in the conference

# MANDATORY CONDITIONS

- All entities should have traded for more than one financial year.
- The entity must be a registered legal entity in South Africa in terms of the Companies Act, 1973 (as amended), or the Close Corporations Act, 1984 (as amended) or Co-operatives Act, 1981 (as amended) except in case of a sole proprietor and partnerships.
- The applicant must be a taxpayer in good standing and provide a valid tax clearance certificate before EMIA incentive is disbursed.
- Completed applications should reach **the dtic** two months /six months before the commencement date of the event.
- Entities applying for EMIA financial assistance are subjected to a site visit.



# ELIGIBLE ENTERPRISES

- South African manufacturers and exporters.
- South African export trading houses representing at least three SMMEs or businesses owned by historically disadvantaged individuals (HDIs).
- South African commission agents representing at least three SMMEs/HDI-owned businesses.
- South African exports councils, industry associations and Joint Action Groups representing at least five South African entities.



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# PMR QUALIFYING CRITERIA

- Compensation under PMR will be confined to market research aimed at the establishment of new markets and not further development for a particular product in a specific country. No follow-up visit is allowed
- A minimum of two confirmed appointments per day must be scheduled to qualify for a subsistence allowance.
- Entities may attend a relevant exhibition under PMR in the same market. This assistance is limited to two (2) days towards attending an exhibition.
- These appointment should be scheduled outside the exhibition.
- Assistance is extended towards attending conferences with the aim of lobbying for international projects or hosting international events.

# LIMITATIONS

- Individual Participation (Individual Exhibitions, Primary Market Research & Foreign Direct Investment and Individual Inward bound missions of assistance is limited to four **(4) applications per calendar year**
- EMIA incentives are not available for events taking place in the **period 10 December up to and including 10 January of each year**



# **LIMITATIONS**

**( Continued)**

- Participation in countries , which are members of the South African Customs Union ( Botswana, Lesotho, Swaziland and Namibia) are excluded from EMIA Assistance.

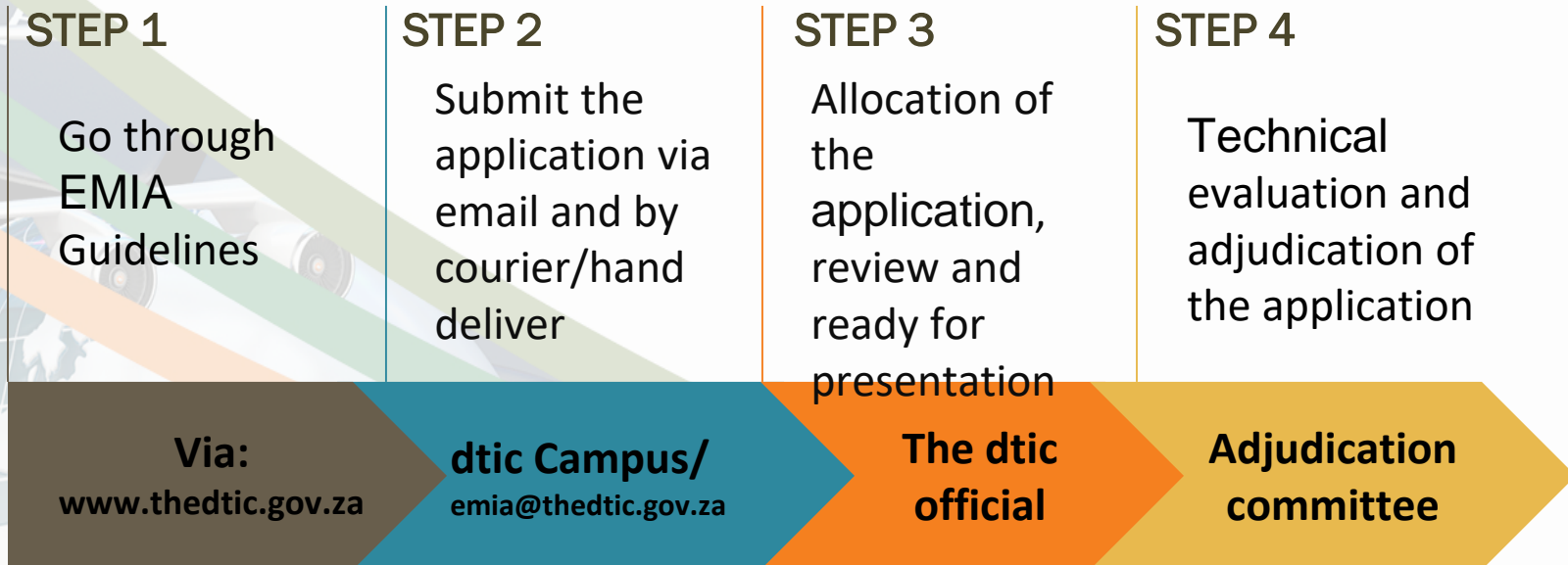


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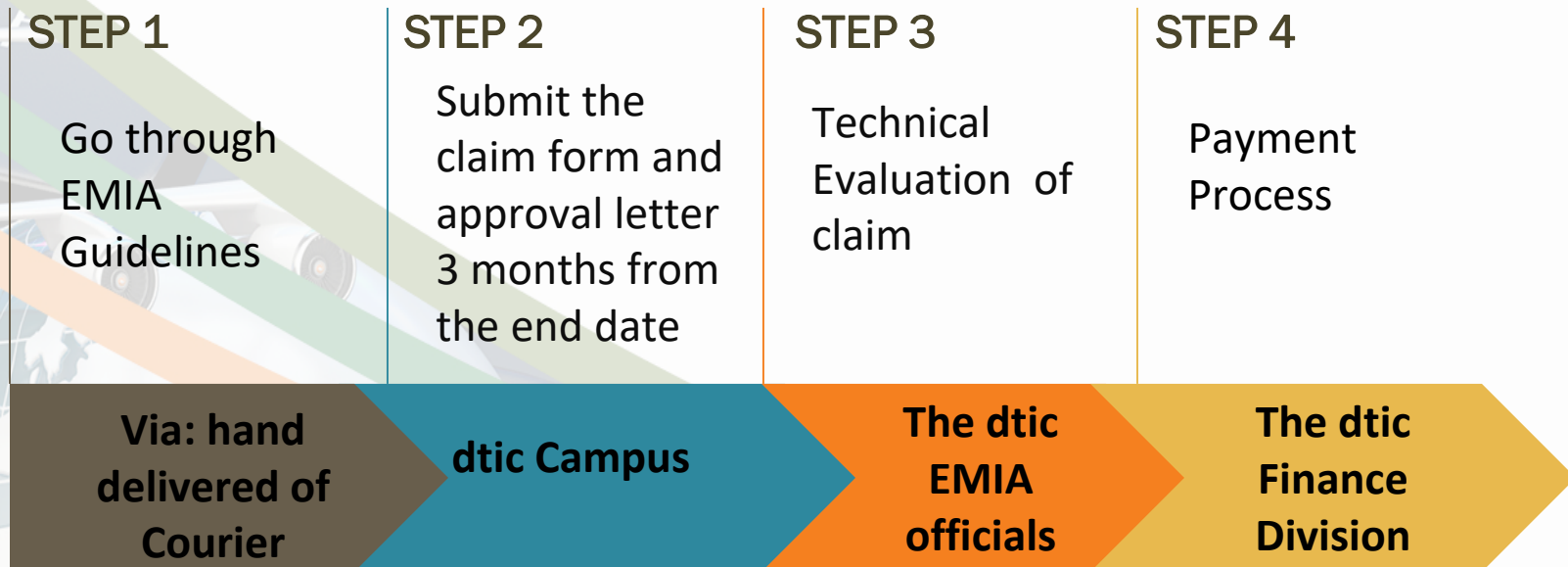
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# APPLICATION PROCESS



# CLAIMS PROCESS



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# REASONS FOR DECLINE

- Entity not in operation for a year.
- Incomplete applications: Applicant is provided with 5 working days to submit outstanding documents, documents not received within this period.
- Late applications: Not submitted at least two months before the event start date.
- Insufficient information regarding the nature, profile, size and international status of the event.
- Participation at private exhibitions.

# REASONS FOR DECLINE

- Exceeding the number of assistance per calendar year, not informing EMIA if participation is cancelled and therefore exceeding maximum
- Exhibition programme not submitted if the exhibition form part of conference or congress
- Local content less than 35%
- Events within the exclusion period
- Non B-BBEE Compliant



# REASONS FOR DECLINE

- Air ticket quotes, screen shots from internet without listing website addresses
- Invalid quotes or not verifiable (Air ticket, Transport of samples and Marketing material)
- Incomplete work itinerary and letters of confirmation for PMR
- Exhibition at a conference, inclusion of an exhibition programme indicating the Exhibition hours.
- If applying PMR speaker, official conference programme indicating the speaker.

# ADDITIONAL INFORMATION/ CLARITY

- Reason for sudden decline or increase in turnover
- Export capacity value not in relation to turnover - explanation
- Export sales not aligned to turnover
- Return on investment as a result of previous assistance
- Growth trend analysis
- In compliance with relevant statutory regulations and must meet the minimum environmental standards, health and safety regulations.



# ADDITIONAL INFORMATION / CLARITY

- Reason for previous cancellations and no claims
- Outsource Agreement specify should be signed, dated and stipulate the expiry date
- Insufficient contact details in order to validate quotations



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# Notice Individual Participation

- Due to the fluid global Covid-19 travel implications and country specific restrictions, new applications for physical international and inbound EMIA IP exhibitions are still not considered and until further notice. New applications for EMIA IP product and or patent certification applications which have no international travel implications for qualifying exporters, may however now be submitted to the dtic. This position will be reviewed subject to further announcements on Covid-19 travel restrictions. Announcements for the introduction of support for virtual exhibitions, that do not require international travel, will however be announced soon.



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# CONTACT DETAILS

## Industrial Finance Division (IFD): EMIA MANAGERS

<b>Director: EMIA</b>	Sithembile Tantsi	<a href="mailto:stantsi@thedtic.gov.za">stantsi@thedtic.gov.za</a>	012 394 1258
<b>Deputy Director: Applications</b>	Busisiwe Radebe	<a href="mailto:BRadebe@thedtic.gov.za">BRadebe@thedtic.gov.za</a>	012 394 1038
<b>Deputy Director Claims</b>	Simon Rabekane	<a href="mailto:SRabekane@thedtic.gov.za">SRabekane@thedtic.gov.za</a>	012 394 1449

# CONTACT DETAILS

## Industrial Finance Division (IFD): EMIA Officials

<b>Assistant Director: Application</b>	Khabo Mhlanga	<a href="mailto:KMhlanga@thedtic.gov.za">KMhlanga@thedtic.gov.za</a>	012 394 1349
<b>Assistant Director: Applications</b>	Judy Snyman	<a href="mailto:JSnyman@thedtic.gov.za">JSnyman@thedtic.gov.za</a>	012 394 1035
<b>Trade &amp; Industry Advisor: Applications</b>	Samuel Tsheko Modise	<a href="mailto:STModise@thedtic.gov.za">STModise@thedtic.gov.za</a>	012 394 1651

# CONTACT DETAILS

## EMIA: IFD CUSTOMER SERVICE APPLICATIONS & CLAIMS

<b>CUSTOMER RELATIONS REPRESENTATIVE</b>	PUMZO SIVE TSHIKITSHWA	<a href="mailto:PTshikitshwa@thedtic.gov.za">PTshikitshwa@thedtic.gov.za</a>	012 394 1249 082 903 6129
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# **COURIER ADDRESS:**

**the dtic CAMPUS**

**MAPUNGUBWE**

**BLOCK A**

**UTANGAMIRI BUILDING**

**12 ROBERT SOBUKWE SUNNYSIDE**

**PRETORIA**

**GAUTENG**

**0002**

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# Thank you



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