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Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EXPORT MARKETING AND INVESTMENT ASSISTANCE (EMIA)



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Export Sales / Province 2017/18

Province	Missions	Pavilions	Total
Gauteng	4 134 450.33	722 115 758.23	726 250 208.56
Kwa Zulu-Natal	0.00	94 550 000.00	94 550 000.00
Western Cape	9 233 230.00	3 189 242 833.66	3 198 476 063.66
Eastern Cape	18 106.48	97 479 887.00	97 497 993.48
Northern Cape	1 408 680.00	199 358 360.00	200 767 040.00
Mpumalanga	0.00	177 300 000.00	177 300 000.00
Limpopo	1 976 997.60	29 321 844.52	31 298 842.12
Free State	0.00	0.00	0.00
North West	0.00	0.00	0.00
Inward Missions	0.00	0.00	0.00
Total	16 771 464.41	4 509 368 683.41	4 526 140 147.82



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Export Sales / Region 2017/18

Regions	Total Q1+Q4
Nafta	314 397 705.73
Europe 1	1 213 359 570.10
Europe 2	728 593 038.06
Eastern Europe	162 398 480.32
Middle East	575 974 097.79
Africa	427 670 613.66
Asia East	576 589 985.74
Asia West	495 385 476.92
Latin America	31 771 179.50



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Calendar 2018/19

- 27 National Pavilions (5 Pavilions into Africa 18%)
- 28 Trade Missions (10 Missions into Africa 35%)

Approved Companies 2017/18

- 555 Companies approved (248 from Gauteng 44 %)



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Definition & Objectives of EMIA

Export Marketing and Investment Assistance is an incentive offered by the Department of Trade and Industry which seeks to do the following:

Partially compensate exporters for costs incurred in respect of

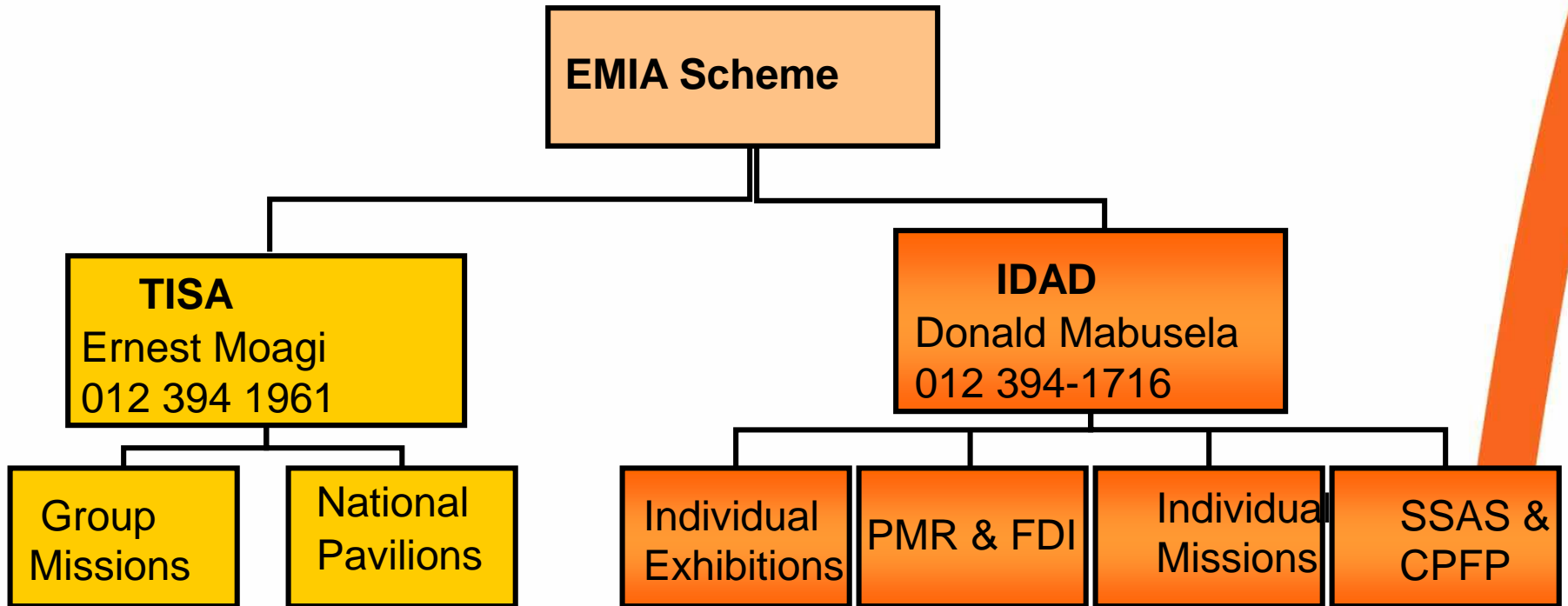
- Develop export markets for SA Products and Services;
- Recruit Foreign Direct Investment into South Africa
- Identify new export markets through market research.



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EMIA STRUCTURE





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EMIA OFFERINGS

Group Participation	Individual Participation
National Pavilions	Individual Exhibitions
Outward Investment and Selling Missions	Foreign Direct Investment and Primary Market Research
Inward Buying and Investment Missions	Individual Inward Missions



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Qualifying Entities

- Registered South African Manufacturers and service companies
- South African export trading houses or commission agents
- South African Export Councils, Industry Associations and Joint Action Groups
- South African registered co-operatives, which export agricultural and other arts and craft products.



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Qualifying Criteria

- Export Readiness
- Type of products/services for export and local sales performance
- Industry in which the venture operates
- Submission of general and specific qualifying documentation and adherence to general and specific criteria



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How to apply for EMIA Support

- Qualifying applicants can obtain the EMIA scheme specific application forms from the dti's regional offices or via the dti website.
- Applications for National Pavilions must be submitted 5 Months prior to the event
- Group Missions, Individual participation applications must be submitted 2 months prior to the event



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EMIA SCHEMES: GROUP AND INDIVIDUAL OFFERINGS

National Pavilions

- the dti assists South African exporters by organising National Pavilions to showcase local products at international trade exhibitions
- Companies wishes to participate at leading international trade fairs with the advantage of group participation, supported by a targeted marketing process
- Companies are clustered together according to its sectors or combination of sectors (Multi sector)



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EMIA SCHEMES: GROUP AND INDIVIDUAL OFFERINGS cont..

Group Outward Selling /Investment Missions

- **the dti** provides assistance to South African exporters who seek to conclude export orders with foreign buyers.
- The assistance is also available for South African entities which seek to encourage and attract foreign direct investment into the country.
- These offerings also include assistance for export/Investment Seminars/Conferences, Market Research Mission and Bidding/Lobbying Missions
- These missions are organised by Export Councils, Chambers of Commerce, PIPA's, Export Clubs or **thedti**



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EMIA SCHEMES: GROUP AND INDIVIDUAL OFFERINGS cont..

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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Group Participation: ITI's

INVESTMENT TRADE INITIATIVES

- The Export Promotion Directorate at **the dti** has embarked on a new initiative, called an Investment Trade Initiative, to target priority sectors in priority export markets with an objective to profile South Africa as an export nation and to showcase South African export capabilities in these priority markets.
- The Investment Trade Initiatives are planned trade missions to key priority markets, using various export promotion tools during the trade mission (including exhibitions, export seminars and pre-arranged business-to-business meetings)



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EMIA FUNDED MANUFACTURING AND SERVICE SECTORS

- Aerospace, Rail and Marine
- Agro-Processing, including Furniture
- Built Environment Professions (Consulting, Civil, Architecture and Quantity surveys)
- Plastics, pharmaceuticals and chemicals (e.g perfumes)
- Business Process Outsourcing (BPO) information technology
- 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
- Forestry, paper,pulp and furniture
- All IPAP Sectors such as green economy



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Group Participation: Financial Benefits National Pavilion & Group Mission

Economy class return ticket	
SMME	R17,000
Other sized Co's (Group Mission)	50% to Maximum of R8,500 (no benefits for NP)
Subsistence allowance	
SMME	R3,000 R 3,000
Other sized Co's (Group Mission)	(no benefits under NP)
Space rental, Stand construction, Advertising & Marketing	
All companies (SMME & Other sized)	100% of the total costs
Freight Forwarding	
All Companies(SMME & Other sized)	100% of the total costs The maximum allowable weight is 2000kg or 3 cubic meters.
Cost of Brochure	80% of the total cost (only for Mission Organisers)



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Example of National Pavilion stand





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Generic EMIA Documents

1.	Certified copy of the company's registration or copy of ID
2.	Export Registration Certificate
3.	Latest Financial Statements or Three Months Bank Statements
4.	Product Brochure
5.	Original valid tax clearance certificate
6.	Copy of Passport of the proposed traveler



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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, 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.
- Entities applying for EMIA financial assistance might be subject to a site visit being conducted.



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LIMITATIONS AND EXCLUSIONS

- Group Participation (NP/MI) and Individual Participation (Individual Exhibitions, Primary Market Research & Foreign Direct Investment and Individual Inward bound missions of assistance is limited to Six (6) 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.



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CONTACT DETAILS

EMIA - IDAD

Director	Donald Mabusela	dmabusela@thedti.gov.za	012 394 41716 or 012 394 1466
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EMIA:TISA

Director	Ernest Moagi	emoagi@thedti.gov.za	012 394 1961
Deputy Director: Group Missions	Allison Christian /Corne du Plessis	achristian@thedti.gov.za / cduplessis@thedti.gov.za	012 394 1028 012 394 1020
Deputy Director: National Pavilions	Samuel Maboane/ Victor Makhele	smaboane@thedti.gov.za vmakhele@thedti.gov.za	012 394 1357 012 394 1034