



Africa Trade Group

EMIA Individual Offerings

22 November 2019

EMIA offerings

Group offerings

- National Pavilions
- Group Trade and Investment Missions

(Transport & accommodation covered up front)

- Inward Buying Missions

Individual offerings

- Individual Exhibition
- Primary Market Research (Pay and claim back)

ALL: One participant per company per event



		Individual Exhibition	Primary Market Research
Flight	*SME	100% of flight costs p to R17 000	100% of flight costs p to R17 000
	Other	-	-
Subsistence	*SME	R2300 per day or R2500 for East, West and North Africa; exhibition dates plus 1 prior day.	ALL: R2300 per day or R2500 for East, West and North Africa
*SMEs = 2 are true Turnover < R40 million Employees < 200 Assets excl buildings <R15 million	Other	-	Min 2 business meetings per day confirmed, max 2 days at an exhibition with min 2 days x 2 external meetings.
Exhibition	All	100% of exhibition costs	
	All	Max R 50 000 or R 70 000 in N/E/W Africa	
Transport Samples & Promotional materials	*SME	R20 000	R1500
			R1500
Marketing Material	All	included in exhibition costs	R3500
		(Max 25 per exhibition)	Design & print brochures, CDs

Primary Market Research:

Patent/Quality Mark Registration

- 50% of costs, up to maximum of R300 000 per annum
- All enterprise sizes

Conferences and Exhibitions

- Attendance can be included
- Max 2 days plus 2 days of external meetings, confirmed & executed

Per country: Up to 3 visits to different regions, aimed at establishing new markets.



Application Process & Requirements

- Capital equipment and electro-technical industries included in focus areas
- No applications to SACTU (Lesotho, Swaziland, Botswana, Namibia)
- Up to 4 Individual Participation applications per year
- Max 6 months before, min 2 months before travel dates
- Important to submit complete documents
- Turnaround time max 8 weeks if documents are complete
- Applications accepted until 23 December and from 2 January
- Max 25 participants per exhibition from IPAP priority sectors



Application Process & Requirements

Essential documents:

- Tax status letter & PIN; Company Registration Document
- Valid BEE Certificate, min Level 8, Level 4 preferred
- Audited Annual Financial Statements
- Export permit & Passport of participant
- Application form
- For flights and freight: 3 quotes from different agents for each
- Export Marketing Plan
- Report after 6 months
- Documents emailed and hard copies delivered



Contact:

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Please inform your cluster when making applications so that we can assist in where needed and track member participation in, and satisfaction with incentives.

