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Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

# **EMIA: Strategic Workshop 23 – 24 May 2013**

## **Individual Participation**

**Mangi Kekana**



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# Contents

- **the dti Vision**
- **EMIA Group Offerings**
- **Programme Description**
- **Grant Approval**
- **Programme Objective**
- **Eligible Criteria**
- **Non Eligible Criteria**
- **Documentation**
- **Contact Details**





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## **Vision of the dti**

**A dynamic industrial, globally competitive South African economy, characterised by inclusive growth and development, decent employment and equity, built on the full potential of all citizens".**



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## EMIA Group Offerings

Group Participation	Individual Participation	Project Funding
National Pavilions	<i>Individual Exhibitions</i>	Sector Specific Assistance
Outward Investment and Selling Missions	<i>Foreign Direct Investment and Primary Market Research</i>	Capital Projects Feasibility Programme (CPFP)
Inward Buying and Investment Missions	<i>Individual Inward Missions</i>	



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## **Programme Description**

**The purpose of assistance under the Export Marketing Investment Assistance (EMIA) scheme is to partially compensate exporters for costs incurred in respect of activities aimed at developing export markets for South African products and services and to recruit new foreign direct investment into South Africa.**



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## Grant Approval: INDIVIDUAL EXHIBITION ASSISTANCE

Economy class return airfare	
HDI's & SMME's	100% to Maximum of R13,000
Subsistence Allowance	
HDI's & SMME's	R2,000 per day
Transport of Samples	
HDI's, SMME's	R17, 500
Exhibition costs	
HDI's SMME's and Other size	100% of the costs to a maximum of R45,000 including foreign vat ( <i>Including 100% of the costs of marketing Materials within the R45,000 limit up to a maximum of R5,000</i> )



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## **Grant Approval: Primary Market Research (PMR) & Foreign Direct Investment (FDI)**

<b>Economy class return airfare</b>	
<b>HDI's &amp; SMME's</b>	100% to maximum R13,000
<b>OTHER</b>	50% to maximum R 6,500
<b>Subsistence Allowance</b>	
<b>All Companies</b>	R 2,000 per day
<b>Transport of Samples</b>	
<b>All Companies</b>	R1,000
<b>Marketing Materials <i>Designing &amp; printing of export brochures, promotional videos or CDs</i></b>	
<b>All companies</b>	R10,000 per annum
<b>Product Registration</b>	
<b>All companies</b>	50% of the actual costs to a maximum of R100,000 per annum ; 50% of the cost relating to registration of a product in a foreign market, such as patents, trade marks and quality marks



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## Grant Approval: Individual Mission Assistance

Inward Missions	
<b>Subsistence Allowance</b>	R 2,000 per day (Up to 5 days)
<b>Business or Economy class return airfare</b>	100% for HDI's max R13,000 100% for SMME's max 13,000 50% - Other Size max R6,500
<b>Rental of Vehicle</b>	R200 per day (Up to 5 days)





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## Programme Objectives

- Provide marketing assistance 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, quality marks and product marks;
- Assist with facilitation to grow FDI through missions and FDI research; and
- Increase the contribution of black-owned businesses and SMMEs to South Africa's economy.



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## Eligibility Criteria

- 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.
- Completed applications should reach the dti two months before the commencement date of the event.
- Applications cannot be considered earlier than six months prior to the commencement date of the event.
- Applications submitted on the last day will be only allowed five days to submit the outstanding documents.
- Entities applying for EMIA financial assistance might be subject to a site visit being conducted.
- A company/sole proprietor cannot represent another company/sole proprietor at an exhibition or any other EMIA support event.
- Any material changes related to the application must be notified in writing to EMIA and the changes must be approved by the Adjudication Committee/Senior manager before departure.



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## Non Eligible Criteria

- 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.
- Any assistance provided by the EMIA scheme is at the discretion of Incentive Development Administration Division (IDAD) Adjudication Committee.
- Participation in countries which are members of the South African Customs Union (Botswana, Lesotho, Swaziland, and Namibia) is excluded from EMIA assistance.
- Approved entities are required to submit the 6-month report back questionnaire; failure to comply shall entitle the dti to exclude the applicant from future participation.
- EMIA incentives are not available for events taking place in the period 10 December up to and including 10 January of each year.
- Only one representative per business will qualify for support. The representative should be a senior executive, and in authority to conclude contracts on behalf of the firm. The decision maker should be on full time at the exhibition stand.
- Assistance under EMIA will be restricted to exporters or export agents for the export of value-added products that will enhance the export capacity of South Africa. A product must have a local content of at least 35% to qualify for assistance.



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## Non Eligible Criteria (cont.)

- EMIA applicants must disclose information on related parties where the one party can exercise 'significant/ insignificant/substantial/ insubstantial influence' over another party in making financial and operating decisions or can exercise control or joint control over the other party. Assistance to these parties is at the sole discretion of the Adjudication Committee.
- Only projects included in the Export Council's business plan approved projects included in the Export Council's business plan approved.
- In case of an Export Trading House/Commission Agent, the products of at least three manufacturing entities in the same sector. The principle/ manufacturer is not allowed to participate simultaneously with the agent.
- A company/sole proprietor cannot represent another company/sole proprietor at an exhibition or any other EMIA supported event.
- Entities and/or person(s) representing an entity found guilty of any criminal offence relating to EMIA, will be excluded from EMIA funding for a period of 12 months from the date of the exclusion letter.
- Substantiating information (such as the SAD form) may be requested to verify export sales when necessary, especially for EMIA funded events previously attended. signing of the application form will constitute an acknowledgement that the applying entity is in agreement with these terms.
- It is up to the applicant to ensure that the approval letter is issued by EMIA prior to departure. Participating at an event without approval, EMIA will not be held liable for the costs incurred by the applicant.



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## Documentation

<i>Generic Application Documents</i>	<i>Generic Claim Documents</i>
Export Registration Certificate	Original/Copy of Air Ticket
Certified copy of the Certificate of Incorporation or Certified copies of ID	Copy of Passport with Departure and Entry Stamps
Comprehensive colour brochure or CD ROM	Original/Certified Copies of Invoices for Transport of Samples
Latest Financial Statements or Three Months Bank Statements	Original/Certified Copies of Invoices for Exhibition Cost
Export Marketing Plan	Original/Certified Copies of Invoices for Exhibition Cost
Three Air Ticket quotations from three service providers	Valid Tax Clearance Certificate
Three Freight quotations from three service providers	Credit Order Instruction Form (Verified by bank)



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## Contact Details

### *EMIA: Individual Participation Administrators*

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