



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EXPORT MARKET AND INVESTMENT ASSISTANCE

RESEARCH (Export (PMR) and Investment (FDI))

APPLICATION FORM

Please ensure that you have read this form in total and fully understood it before you begin to fill it in:

All questions must be answered.

Your firm must not be receiving financial assistance from a government or semi government source for the activity for which you are applying for EMIA assistance.

An Export Marketing Plan must accompany this form, please refer to the attached Guide

It is important that you provide us with correct information to ensure that your application is processed quickly and efficiently.

How did you find out about the Export Market and Investment Assistance grant?

- | | |
|--|--|
| <input type="checkbox"/> Road Show/Exhibition/Presentation | <input type="checkbox"/> TEO Private Business Consultation |
| <input type="checkbox"/> TEO Regional Office | <input type="checkbox"/> the dti Group |
| <input type="checkbox"/> Advertisement: TV, Radio, Print | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Private Sector Consultant | <input type="checkbox"/> dti Website |
| <input type="checkbox"/> dti Customer Contact Centre | <input type="checkbox"/> Other |

Please return completed forms by registered mail or by courier/hand deliver to:

The Enterprise Organisation
Private Bag X86
Pretoria 0001

77 Meintjies Street
Sunnyside
Pretoria

Website: www.thedti.gov.za

- Customer Contact Centre: 0861 843 384

INITIAL OF CLERK

DATE STAMP
OF RECEIPT

the dti

THE DEPARTMENT
OF TRADE AND INDUSTRY
SOUTH AFRICA



A. ENTERPRISE DETAILS								
Enterprise Name:								
Exporters Registration No:					Registration No. (For EMIA use only)			
If the enterprise does not trade under this name, please give the normal trading name:								
Entity Type (Please Cross X Applicable)		(Pty) Ltd	Close Corp.	Sole Prop.	Partnership	Limited	Division	Other: Specify
Details of responsible person (name and designation)								
Name of enterprise contact: (name and designation)								
Please give direct contact details:								
Telephone:				Fax:				
Cell Phone:				E-mail:				
				Web site:				
Company Registration Number								
Date of Registration								
VAT Number (if applicable)								
Income Tax Number								
Physical Address of enterprise (Factory in the case of a manufacturer)					Postal Address of enterprise			
Province: Code:					Province: Code:			
What is the enterprise's annual turnover for the last three years ?								
Previous Financial Year		Current Financial Year			Projection next financial Year			
20..... R		20..... R			20..... R			
Is the enterprise profitable?		Yes <input type="checkbox"/>			No <input type="checkbox"/>			
How many employees does the enterprise employ?								
What is the enterprise's operational assets (Total Assets excluding land and Buildings)						R		
Indicate whether the business is a: Manufacturer, Export Trading House or Commission Agent?								

State the capacity of you products available for export per month

Description	HS Code	Quantity	Rand Value	Local Content %

Does your company have the potential to increase their capacity? Please provide details

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Does your company outsource its manufacturing process?

Yes	No	If yes, please attach the formal outsource agreement or proof that your company is the legal owner of the product/design or patent.
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Details of products exported over the past two years: Please list information per country of export

Description	Hs-Codes	Quantity	Rand Value	Country

B. DETAILS OF THE CONSULTANT (Where appointed for the purposes of this specific application)

Name of consulting firm		Contact person	
Telephone	Fax	Cell	E-mail

C. SHAREHOLDING				
Shareholders/Members	Disabled person (Yes/No)	Race	Gender	% of Shareholding

EMIA applicants for assistance 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 part*. Please list information on related parties.

D. EVENT DETAILS		
Countries and Cities to be visited		
Duration (Start and end date)		
Name of proposed S A decision maker at event		
Is the application for Primary Market Research (Export) or Foreign Direct Investment Research (Indicate with X)	Primary Market Research	Foreign Direct Investment

PREVIOUS PARTICPATION			
In which EMIA events have you participated during the last 2 years?			
Details of the event	Country or City	Month and Year	Did you receive EMIA Funding

E. EMIA FINANCIAL ASSISTANCE REQUIRED

Description of Expenditure	Rand Value of Estimated expenditure	Office Use Only
Economy Class airfare		
Subsistence (R1350x____)		
Transport cost of Samples		
Marketing Materials		
Total		

What is the expected outcome from this support?

Indicate if an agent is appointed in the market where the above-mentioned event is taking place. If an agent is appointed also indicate the effective date of the appointment.

Yes		No	
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Is the enterprise in receipt of any government funding towards its regular operating costs?

Yes		No	
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Will you receive any other financial support from other sources towards activities for which you are applying for support from the EMIA Programme?

Yes		No	
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The following part of section E, is only applicable where an applicant is undertaking and Investment trip

What is the expected outcome from this support? Please also specify

- The number of jobs that will be created as a direct result of this investment.
- Expected date when the investment funds will flow into the country

Indicate Percentage and value of shares on offer to foreign investor.

Indicate common areas of interest or synergies between the local company and foreign investor.

Previous investment of foreign company into other countries.

Has the foreign company previously invested in South Africa? Please stipulate where.

F. SUPPORT DOCUMENTATION REQUIRED
(Refer Guidelines for description of documentation)

The following documentation must be attached to this application form, please tick if included with this submission:

All Applicants

- Certificate of registration issued by the Commissioner of Customs and Excise
- Proof of registration of the enterprise.
- Comprehensive colour brochure or CD ROM of the relevant products marketed by the company. **(PMR Only)**
- Financial documentation
- Export Marketing plan (See Guide Attached where research is Export Focused) or Business Plan (Where research is focused on Foreign Direct Investment)
- Itinerary
- Confirmation letters of appointments
- 3 Air ticket quotations one from each of the two Preferred Service Providers and a third from a service provider of choice
- 3 quotations pertaining to marketing materials

Additional for Export Trading Houses

- Supply the details and product brochures for three SMME's or Hdi's represented at the event. In the case of a combined brochure indication where each entity's products are displayed on the brochure
- Authorisation letters from three SMME's or HDI'S to represent them at this event.

Additional Commission Agent

- Supply the details and product brochures for three SMME's or Hdi's represented at the event. In the case of a combined brochure indication where each entity's products are displayed on the brochure
- Commission agency agreements from three SMME's or HDI'S to represent them at the event.

Association, Export Council and Joint Venture

Industry Associations, Export Councils and Joint Action Groups In order for representatives of the above organizations to be considered as eligible for EMIA assistance, such organizations should represent at least 5 South African businesses at the specific event.

- Authorisation letters from the relevant companies
- Product brochures from the relevant companies should be submitted.

G. DECLARATION

I hereby declare that the information in this application is a fair and true reflection of our intended project. I am aware of the fact that the information which we have submitted above will have a material bearing on the adjudication of the application and if it therefore subsequently appears that any information in the application with addendum was not correct, or that certain information was omitted, the Governing Committee shall be entitled to withdraw or amend its approval and without prejudice to its rights, to recover any amounts already paid or to withhold further payments due.

Signature of authorised official	
Designation	
Date	

EXPORT MARKETING PLAN

Note:

- In applying for EMIA grants, an applicant must complete an Export Marketing Plan. This is a simple plan to demonstrate the company's export development plan and should indicate how the company intends to generate sustainable export sales in its selected target markets.
- This document presents a preferred format to be followed in drafting an Export Marketing Plan.

EXECUTIVE SUMMARY

This is a brief summary of the marketing plan and will include the following:

1. Purpose of the plan
2. Significant product or service
3. Reasons for choice of market
4. Competitive advantage

SITUATIONAL ANALYSIS

An analysis of the current marketing situation for the product to be covered in the marketing plan. Situational analysis will cover the following areas:

1. Role of the company
2. Needs satisfied by the business
3. Analysis of the product, price, promotion strategies and distribution channels
4. Viability of the product, expected competition and trade barriers
5. Distinctive competence
6. Future direction

ANALYSIS OF THE MARKETING MISSION

An analysis of the major opportunities and threats (both inside and outside the organization) facing the product for which the plan is being developed. This includes:

1. Major opportunities and threats facing the company
2. The companies core strengths
3. Differentiation between types of customers
4. New areas into which the company can grow
5. Current and emerging competition
6. Past failures

MARKETING OBJECTIVES

The purpose of marketing objectives is to specify what are to be accomplished through marketing activities. Marketing objectives also determine where the firm wants to go. This includes:

1. Sales objectives
2. Market share objectives
3. Profitability objectives

MARKETING STRATEGIES

Dictates how a firm will reach its desired destination. Marketing strategies are developed to take advantage of opportunities and manage threats, resulting in the achievement of marketing objectives. This includes:

1. Strategies aimed at market dominance
2. Strategies aimed at developing potential markets
3. Strategies aimed at developing market niches/ segments
4. Strategies linked to the product life cycle

ACTION PROGRAMS

Action programs spells out the directives and responsibilities needed for implementing the marketing strategies. It addresses questions such as: What will be done? Who will do it? When will it be done? At what cost? This includes:

1. Market research
2. Adapting the product to the requirements of a specific market
3. Price, Distribution, Promotion and Sales programs
4. Budgeting