



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EXPORT MARKETING & INVESTMENT ASSISTANCE (EMIA)

Group Trade Missions Guidelines

1 April 2009

Updated Annually

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1. EXPORT MARKETING & INVESTMENT ASSISTANCE SCHEME (EMIA)

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

THE FOLLOWING PROGRAMMES ARE AVAILABLE UNDER THE EMIA SCHEME:

Programme
National & Mini National Pavilions (NP)
Individual Exhibitions (IE)
Primary Export Market Research (PMR)
Foreign Direct Investment Research (FDI)
Sector Specific Assistance (SSAS)
Outward Selling Trade Missions (OSM)
Outward Investment Recruitment Missions (OIM)
Emerging Exporters (EE)
Inward Buying Trade Missions (IBM)
Inward Investment Missions (IIM)
<i>Guidelines specific to each offering are available on request from the dti customer contact centre on 0861 843 384 or can be downloaded from the dti website: www.thedti.gov.za</i>

2. GROUP TRADE MISSIONS

Trade missions as an export promotion tool, serves a number of purposes. Firstly it attempts to introduce local firms to new markets or existing markets with the aim of either gaining entry into that market or for purposes of strengthening existing networks within a particular market. Secondly it assists local firms to exploit the number of Free trade, Bi-lateral and Multi-lateral agreements, which have been negotiated between SA and the rest of the world.

3. WHO QUALIFIES FOR EMIA ASSISTANCE

- a. South African manufacturers of products including SMME, HDI and Other owned businesses who are registered with the South African Revenue Services;

- b. South African export trading houses representing at least three SMME or HDI owned businesses;
- c. South African commission agents representing at least three SMME or HDI owned businesses;
- d. South African Export Councils, Industry Associations and Joint Action Groups.
- e. Entities that are outsourcing their manufacturing process will only qualify on submission of:
 - Formal outsourcing agreement/s between the company and the manufacturer/s

Or

 - Other proof substantiating that the entity is the legal owner of the product/design or patent.
- f. Entities/divisions/subsidiaries forming part of a group, joint venture or partnership will qualify for EMIA assistance at the absolute discretion of the Director: Export Promotion. Please see definition of related parties on page 5 of this document.
- g. Provincial Investment Promotion Agencies, Local and Provincial Government do not qualify for Group Mission assistance when organising the event, but would qualify for Mission assistance should they participate on invitation in Missions organised by other stakeholders, such as International Trade Initiatives (ITI's).
- h. Financial assistance to services industries is limited to **the dti's** priority services sectors as outlined below:
 1. **Capital equipment services;**
 2. **Consulting engineering services;**
 3. **Civil engineering contractors;**
 4. **Pre-qualified Tourism services;**
 5. **Pre – qualified ICT services;**
 6. **Business Process Outsourcing services;**
 7. **Film and Television services;**
 8. **Music (Cultural Industries);**
 9. **Architects; and**
 10. **Quantity surveyors (Built Environment Professions).**

4. RELATED PARTIES

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 party*.

Significant influence means participation in the financial and operating decisions of the other party, but not control of those policies. This significant influence can be exercised, inter alia, by representation on the board of directors of the other party, participation in the policy-making process, by material inter company transactions, the interchange of managerial personnel or dependence on technical information.

Substantial influence can be gained through the ownership of shares, legislation or agreement.

Control means:

- Ownership, directly or indirectly, of more than one-half of the voting power in other entities; or the right to exercise a significant portion of the voting power in another party and the power to direct, by statute, the policy and decisions of the other party

The following are regarded as related parties:

- Entities, which, directly or indirectly, through one or more intermediaries, are controlled by or can exercise control over, or are under common control with the reporting entity (for example, parent companies, subsidiaries and fellow subsidiaries). Quasi subsidiaries may also qualify as related parties.
- Associated companies
- Jointly controlled entities with jointly controlled assets and/or operations
- Individuals, including close family members, owning, directly or indirectly, such an interest in the voting power in the reporting entity that significant or insignificant influence can be exercised over the entity. Close members of the family of an individual are those that may be expected to influence or to be influenced by that person in their dealings with the enterprise
- Key management personnel of the entity, that is, people responsible for the planning, directing and control of the reporting entity. This includes directors and officers and close family members
- Entities in which a significant/insignificant interest in the voting power is held, either directly or indirectly, by individuals, key personnel and close family members, or entities over which the individual or key personnel member can exercise significant influence. It includes entities owned by directors or significant shareholders in the reporting entity, as well as entities that share key personnel with the reporting entity.

5. EMIA GENERIC QUALIFYING CRITERIA

- a. Export readiness of applicant
- b. Export/production performance of the applicant
- c. Export/marketing competence of person visiting the foreign country
- d. Potential available/accessible production/export product capacity
- e. Type of product for export and local sales performance

- f. Level of labour absorption, location and technological requirements
- g. Industry in which the venture operates or is planned
- h. Submission of general and specific qualifying documentation and adherence to general and specific criteria as stipulated per each EMIA offering

6. IMPORTANT NOTES

- a. Any assistance provided under the EMIA schemes is at the absolute discretion of the Deputy Director General of Trade and Investment South Africa (TISA) whose decision will be final.
- b. No EMIA incentives are available for the period from **10 December** up to and including **10 January** of each year.
- c. EMIA schemes are mutually exclusive and benefits may only be applied for in respect of one EMIA offering at a time. In addition to the existing rule, it should be noted that EMIA funding cannot be applied for a Trade Mission to visit an international exhibition where **the dti** already funds a National Pavilion. This rule will not be applicable to International Trade Initiatives (ITI's), but limited to one ITI per region annually, approved by the DDG: TISA.
- d. Trade and Investment South Africa is a division of **the dti** and the right of action in respect of the scheme may be ceded to Trade and Investment South Africa without notice to the exporter.
- e. The submission of misleading information or abuse of any of the EMIA assistance schemes by applicants may lead to such an applicant being excluded from further assistance under the EMIA scheme of **the dti**.
- f. Businesses can submit a maximum of six applications per annum, with a limitation of four applications per scheme. Any exceptions must be authorised by the Director: Export Promotion.
- g. All applications for Group Mission assistance must be submitted at least **2 months** prior to the departure date of the mission (Outward Missions) or commencement date of the event / mission (Inward Missions).
- h. DECISIONS BASED ON NON-ADHERENCE TO RULES AND / OR CRITERIA CANNOT BE APPEALED.
- i. **The only acceptable means of payment are:**
 - i. Cheque,
 - ii. Bank draft,
 - iii. Credit card, or an
 - iv. Electronic banking transfer (Bank statements, electronic bank transfers and Credit Card payments must reflect the name of the beneficiary).

k. The following forms of payment will not be considered for reimbursement:

- i. Cash payments,
- ii. Book entries,
- iii. Credit Notes,
- iv. Offset payments
- v. Third Party payments
- vi. Travellers cheques

l. Should a traveller not return to South Africa immediately after the event and decide to remain abroad for some time, the claim will only be valid within the particular financial year (i.e. April-March) and must therefore be claimed within this period. Amounts not claimed within the same financial year will not be able to be claimed in the following financial year, except for those firms, which participated in events during the last three months of the financial year, i.e. January –March. Firms that participated in events from January to March, have to submit their claims before 30 June of the particular year. Failure to lodge the claim before 30 June will result in the firm forfeiting the benefit and the claim being rejected.

7. HOW TO CORRESPOND WITH EMIA

- Customers can correspond with EMIA by telephone, e-mail, fax and courier. Effective communication is important for the efficient processing of applications and claims. All correspondence must be properly addressed to avoid mail being misdirected.
- **When communicating by fax:**
 - Use a fax coversheet and indicate clearly:
 - i. The number of pages
 - ii. Event
 - iii. Date of event / trip
 - Clearly indicate the name of the person the fax is intended for.
 - Clearly indicate the purpose of the fax e.g., additional information.
 - **Always include the letter of approval or acknowledgement with all mail.**
 - Faxed copies of additional information must contain the details of your company.
 - **Postal and courier correspondence must be properly addressed to:**

the dti Campus

EMIA Division
(Group Trade Missions)
Building A, Ground floor
77 Meintjies Street
Sunnyside, Pretoria
0002

EMIA Division
(Group Trade Missions)
Private Bag x84
Pretoria
0001

- **Manager's area of responsibility**

Name	Department	Contact details
Corné du Plessis	Missions	012 – 394 1020
Normelia Mashele	Claims	012 – 394 1146

Correspondence that has not been properly addressed to EMIA / **the dti** can be incorrectly forwarded to other departments. This will result in delays in the processing of your application or claim. **the dti** does not accept responsibility for mail that has been addressed incorrectly.

8. MISSION PLANS

A. Submission of mission plans

Organisers of missions as well as each mission participant must ensure that a mission plan is submitted to **the dti** at least two weeks before departure of a mission (Outward Bound Missions). In addition to the mission plans, company profiles for foreign entities to be visited must be submitted in order to verify the sector and products which the entity is trading in. The profile can be in the form of a website address (info in English) or a one-page description of the entity including products to be sourced.

B. Group meetings

Group meetings will be permitted provided that they do not exceed a maximum of 3 meetings per mission, depending on the type of mission organised. Market research, Bidding and / or Lobbying Missions would be more group orientated, since these missions would not focus on the closing of business deals.

C. Factory and site visits

Factory and site visits should be clearly motivated by the mission organiser.

D. Presidential and Ministerial missions

To qualify for a subsistence allowance, the events to be attended as scheduled on the official program should be of an export / investment nature, the President / Minister / Deputy Minister's program should be attached as well as a separate, detailed itinerary for each of the participants with additional business meetings to take place during the visit.

E. Deviations from final mission plan

In cases where the actual itinerary (submitted with the claim) deviates from the final mission plan submitted two weeks prior to departure, the mission leader has to clearly motivate reasons for the deviation. The Director: Export Promotion / Adjudication Committee shall at his / their discretion decide to accept or reject these motivations.

9. MISSIONS REPORTING

Mission organizers of both Inward and Outward Bound missions must submit a comprehensive report **two months** after the mission (template available from Group Missions unit). This report must clearly specify, amongst other things, the following:

1. Objectives achieved
2. Market intelligence
3. Trade leads obtained
4. Additional opportunities identified
5. Problems encountered
6. Market access issues
7. Follow – up strategy

Note: Failure to submit a detailed report within 2 months of the conclusion of a mission, may lead to the respective mission organizer being excluded from further assistance under the EMIA scheme.

10. PREFERRED SERVICE PROVIDERS

In order to improve the efficiency of the scheme and to provide increased service levels to customers, **the dti** has appointed Preferred Service Providers (PSP's), to the EMIA scheme, for the provision of Travel services. These are suitably qualified firms who have been appointed, through a tender process, to provide specialised travel services to EMIA customers. Customers must make use of these Preferred Service Providers in order to qualify for reimbursement of their claims.

Company	Contact person	Phone	E-mail
Flight Specials	Ms Karin Rheeder	012 343 9120	kr.pretoriatravel@galileosa.co.za
Pretoria Travel	Ms Melody Coetzee		mc.pretoriatravel@galileosa.co.za
Flywell Travel	Ms Shakira Mukadam	012 374 2041	flypry@galileosa.co.za
	Ms Jeanne Mooloo	/2/3/4/5	jeannem.flywelltravel@galileosa.co.za
Sure Travel	Ms Monique	012 362 4242	monique@travelsamber.co.za
Samber	Badenhorst		estelle@travelsamber.co.za
Connex Travel	Ms Carin Oelofse	012 342 3600	carino@connex.co.za
	Ms Enid Phillips		enidp@connex.co.za

Quotations from the PSP's are no longer required with the EMIA application for Group Outward Bound Mission assistance, but approved participants are still responsible to book and pay their air tickets through one of the EMIA PSP's. An original invoice as well as acceptable proof of payment of the air ticket must be submitted with the EMIA claim for reimbursement.

Preferred Service Provider Disclaimer:

Please note that EMIA does not accept any liability relating to the non-performance or service delivery of the appointed Preferred Service Providers pertaining to travel arrangements.

Indemnity:

The participant indemnifies and shall hold harmless **the dti** against any claims, damages, expenses and costs (including those asserted by third parties) directly or indirectly related to this Trade Mission and the Export Marketing and Investment Assistance provided to the participant by **the dti**, in delict, for breach of statutory duty or otherwise.

Travel insurance:

Please note that **the dti** is not allowed to provide any travel insurance related to air tickets. It is each participating company's responsibility to contact the travel agent and to arrange for travel insurance. The cost of the insurance will also be for each participating company / organisation's own account.

11. EMIA CLAIMS – GROUP SCHEMES

- a. The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within **three months** of the date of return from the approved business destination. Incomplete claims and claim items received after the three months will be rejected without exception. Customers will forfeit the in principle approval granted to them if they do not submit the claim form and all supporting documentation within three months after the date of return from the approved business destination.
- b. A claims helpdesk is available within EMIA to assist you with the completion of your claim forms and the identification of documents required for the claim submission. Please utilise this facility to ease the process by contacting Ms Normelia Mashele on telephone: 012 394-1146.
- c. **No claim will be considered unless accompanied by a copy of the approval letter issued for participation in a Group Trade Mission.** (A comprehensive list of the claims documents required is given in Section C – Claim Checklist, on page 5 of the Claim form for Group Missions.)
- d. **Proof of payment** (in the name of the approved entity and in the form of original / certified bank statements, stamped by the bank) **of the relevant costs incurred during the visit should be provided.**
- e. EMIA will provide a letter of acknowledgement to the claimant within 48 working hours of receipt of the claim. This letter of acknowledgement must accompany all future correspondence with EMIA.
- f. EMIA will supply a notification of approval/rejection within 20 working days of a claim being submitted to EMIA.
- g. Upon approval notification, a customer should wait for 9 working days for EMIA's finance division to effect payment. EMIA's finance division has committed to this turnaround time of 9 working days in order to deliver on customer service.

12. GROUP OUTWARD SELLING / INVESTMENT MISSIONS

Assistance is provided to South African exporters who wish to make contact with foreign buyers with a view to conclude new export orders (Outward Selling Missions) or South African enterprises wishing to encourage and attract foreign direct investment into South Africa (Outward Investment Missions).

<p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ HDI's & SMME's ▪ Other sized businesses 	<p>100% to maximum of R13, 000 50% to a maximum of R6, 500</p>
<p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses ▪ Up to 15 days allowed 	<p>R1, 800 / day</p>
<p>Transport of samples</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses 	<p>R1, 000 (Excess baggage only)</p>
<p>Mission Brochure</p> <ul style="list-style-type: none"> ▪ Should contain critical information of the companies participating in the mission, such as products, capacity, export history etc. to be forwarded to potential buyers in the country to be visited. ▪ Mission organisers to submit at least three quotes with the EMIA application. ▪ Only applicable to missions consisting of 5 or more participants. ▪ Branding of the brochures to comply with dti requirements and to be approved by the Director: Export Promotion before sending it to print. ▪ Available to external stakeholders/Mission Organisers only. 	<p>80% of the cost up to R50, 000</p>

EXPORT / INVESTMENT SEMINARS AND CONFERENCES

Economy class return airfare	50% maximum of R6,500
Subsistence allowance (Hotel accommodation) maximum 3 days. Only available through the dti approved organising bodies (see a below).	50% maximum of R900.00 per day

MARKET RESEARCH AND LOBBYING/BIDDING MISSIONS:

EMIA Group Outward Bound Mission offerings have been extended to include the following:

- Market Research Missions; and
- Lobbying / Bidding Missions.

MARKET RESEARCH MISSIONS

Market Research Missions would be utilised by economic sectors / industries who wish to explore opportunities in new markets and to gain intelligence in terms of market access; entry barriers, competitors, best practice etc.

These missions would be limited to a small number (max. 3) exporters, including the Organiser, who would visit a new / unknown foreign market with the view of gathering intelligence on a new product to be sold in that market in order to decide whether to pursue exports to these markets or not.

Itineraries / programs for these missions would be more group orientated, as the objective of the mission would be to gather information and not to close business deals.

LOBBYING / BIDDING MISSIONS

Lobbying / Bidding Missions would be utilised by the:

- Contracting & Consulting Engineers;
- Capital Goods;
- Electro technical; and
- Tourism industries,

to lobby / bid for international projects or the hosting of major international events. These would include missions to the World Bank, African Development Bank etc. Bidding Missions would also include the hosting of international inspection committees who have to visit South Africa as part of the Bidding process.

Financial benefits for these offerings would remain the same as for the current Outward Bound Mission Schemes.

13. EMIA GROUP MISSIONS CRITERIA

- a. **The organising body must be a recognised industry association** such as Chambers of Commerce, Industry Associations, Provincial Investment Promotion Agencies (PIPA's), Export Councils, Provincial and Local Government or **the dti**.
- b. The mission must be aligned with **the dti's** sector strategy.
- c. In case of specialised missions involving, for example, capital projects, the mission may be comprised of a project team from the same company, subject to the discretion of the director Export Promotion.
- d. Missions should be confined to small manageable groups of 3 or more registered exporters including the leader of the mission. The maximum number of participants will depend on the budget agreed upon between EMIA and the mission organisers.
- e. Only one business executive with contracting authority per registered exporter will qualify for the mission. The representative should be a senior executive with the necessary authority to conclude contracts on behalf of the firm.
- f. **Follow-up visits** will be considered based on the submission of a full motivation from the Mission Organiser and the company applying and will be at the discretion of the responsible Director.

14. SUPPLEMENRATARY INFORMATION AND DOCUMENTATION

The following supplementary information and documentation are required with the OSM / OIM application TO BE SUBMITTED 2 MONTHS PRIOR TO THE DEPARTURE DATE OF THE MISSION.

- a. A detailed motivation for the mission, including:
 - brief overview and background of the mission
 - the Contact and involvement of Foreign Offices
 - once completed, how will the mission support the mandate of sustainable SME development
 - what objectives will be achieved as a result of the mission (clear, measurable objectives and outcomes)?

** Please refer to the detailed mission motivation template available.*

- b. An original, current / valid Tax Clearance Certificate to be submitted with the application only in special cases where EMIA makes upfront payments for travel. Where upfront payments are not made by EMIA, Tax Clearance Certificates are to be submitted with claims (if not available on the Master File or expired at the time of submission of the claim). In instances where SARS is not able to issue a Tax Clearance certificate to a company due to outstanding taxes, an IT88 form may be submitted with the claim. The value of the claim, owed to SARS, by the EMIA applicant, will be ceded to SARS.
- c. Entities/individuals applying for EMIA assistance must be registered with the Commissioner of Customs and Excise (SARS) as **exporters and importers**. A copy of an exporter registration certificate must be attached to all applications. Services oriented companies are exempted from this requirement. Contact SARS on 012 422-6934/5/6/7.
- d. A copy of the Certificate of Incorporation (Ltd, Pty Ltd and CC), Name Change certificate, Trust/Founding statement, Articles of Association or a copy of the Partnership Agreement or in the case of a sole proprietor a certified copy of a South African identity document.
- e. A copy of a valid passport of the traveller representing the entity.
- f. A full colour / corporate brochure / CD ROM of the products or services manufactured or marketed by the company - The brochure must be printed on good quality paper (**art gloss stock, minimum 135 gsms**) and must contain the following information:
- The entity name and logo
 - International contact details
 - Carefully edited pictures of the products
 - Description of products and the international specifications.

** Please note: faxed copies will not be accepted.*

- g. Applicants (Pty Ltd / CC) are required to provide the entity's latest audited financial statements prepared and signed off by registered accountants / auditors. Should the latest financial statements not be available, the most recent statements will be accepted on condition that the registered accountant or auditors provide the reasons for non-availability as well as confirm the entity's turnover, operational assets and number of full-time employees. In addition to this, the entity must provide EMIA with audited financials of the previous financial year. Newly established entities must submit interim financial statements accompanied by a signed letter from a registered accountant/auditor verifying the interim statements. In the case of a CC or a Partnership the interim statements must be signed off by a registered accounting officer.
- h. In the case of a commission agent, agency agreements from 3 represented SMME's or HDI's. Commission agents must also submit details and product brochures of the 3 SMME's or HDI's represented and letters confirming permission to represent these SMME's.

- i. In the case of an export trading house, the relevant MD/CEO/Owner of the company must sign letters of representation and state that the Export Trading House can represent them. Letters must also include confirmation of purchases by the Export Trading House, quantity and value of the purchases. In the case of an export trading house exporting bulk wine, a letter from the estate/winery (CEO/MD) indicating that the company or individual trading in bulk wine has purchased bulk wine must be submitted, confirming the variety and volume purchased.
- j. Organisers / applicants must submit a detailed mission plan at least **two weeks** prior to the departure date of the mission, with verifiable contact details and addresses of businesses to be visited as well as company profiles for each of the foreign entities to be visited in order to verify the sector and products which the entity is trading in. The profile can be in the form of a website address (info in English) or a one-page description of the entity including products to be sourced. **Note:** a subsistence allowance will not be paid (i) for weekends and public holidays, unless confirmed meetings have been scheduled for these days and (ii) subsistence will only be reimbursed for the last day of the mission, should the delegate/s attend scheduled meetings on the day of their departure.

k. Conference / Seminar attendance

1. EMIA benefits will only be available to qualifying entities and will be applicable to recognized international seminars and conferences focusing on export promotion or foreign direct investment recruitment with pre-scheduled business-to-business meetings.
2. The conference program, clearly indicating the nature and status of the conference, speakers, main and sub themes, must accompany applications for conferences.
3. Copies of conference proceedings, papers, plenary notes etc. must be submitted with claims.

15. EMERGING EXPORTERS

An emerging exporter is an HDI entity or individual and must be an SMME where:

- At least 51% of the business is owned by black persons, women or disabled persons of South African nationality;
- The entity or individual has an annual turnover of less than R5 million;
- The entity or individual is involved in limited or no exports.

Qualifying Entity	Description of Offering	Description of benefit
Emerging Exporter	<ul style="list-style-type: none"> • Subsistence allowance or payment of accommodation and meals. • Qualifying companies or individuals will qualify for a daily allowance (claim back on return from the event) or can select for the dti to pay the dti's preferred hotel for the number of qualifying days of accommodation, to include breakfast and dinner. 	<ul style="list-style-type: none"> • Daily allowance of R1,800.00 or payment of actual accommodation cost to a maximum of R3,000.00 per day • <i>*Rule will be reviewed every 6 months to deal with price increase.</i>

16. RULES AND CRITERIA FOR APPROVAL – EMERGING EXPORTERS

Qualifying emerging exporters will be exempted from all EMIA rules and requirements except for the following:

- Submission of an appropriate EMIA application form within the permissible timelines of the relevant EMIA Offering e.g. 2 month before the Mission for Group Missions;
- Original and valid Tax Clearance Certificate;
- Proof of products;
- A valid passport (only when required to travel internationally);
- An exporter Registration Certificate (only required when product samples are transported internationally to allow for custom clearance requirements);

- Proof of turnover;
 - Proof of HDI identity or company registration.
1. All benefits will be paid up-front to qualifying individuals or companies, which will include travel, accommodation, exhibition costs and services, stand construction, brochures and freight related costs.
 2. Qualifying companies or individuals will qualify for a daily allowance (claim back on return from the event) or can select for **the dti** to pay **the dti's** preferred hotel for the number of qualifying days of accommodation, to include breakfast and dinner as per the stipulated amounts indicated above.

17. ADHERENCE TO RULES FOR OUTWARD BOUND MISSIONS (ALL PARTICIPANTS)

- a. Once **the dti** has approved an Outward Selling / Investment Mission in principle, it will be required of the applicant to adhere strictly to the rules pertaining to Outward Missions:
- b. Business appointments and functions arranged for the mission members must be attended.
- c. On arrival or prior to departure from the foreign country a meeting must be held with **the dti's** foreign trade representative for evaluation purposes.
- d. The logistical arrangements are the sole responsibility of the mission organisers and not EMIA.

18. EXPORT READINESS ASSISTANCE

the dti will provide support to HDI entities to improve their effectiveness in participating in National Pavilions and Group Trade Missions by allowing easier access to these EMIA offerings. In many instances, qualifying Organisations (as per the EMIA definition on who qualifies for EMIA support) will require specific interventions to get HDI companies export ready (institutionally as well as the product).

Due to capacity constraints, **the dti** can not deliver on these interventions and EMIA funding should therefore be made available to project champions to undertake these interventions through private sector service providers. Qualifying organisations can apply for export development funding of up to R100,000 per company to undertake specific interventions to ensure an exporter's export-readiness. The following criteria should be adhered to:

- The project should form part of a planned National Pavilion or Group Trade Mission;
- Applications for the intervention/s should reach **the dti** at least 2 months before the commencement of the project;

- The intervention should be a recognised intervention and 3 quotations should be submitted from at least 3 recognised service providers who has experience in the specific sector area; and
- All applications should be accompanied by a project plan with key deliverables and due dates.

19. GROUP INWARD BUYING / INVESTMENT MISSIONS

Assistance is provided to qualifying organisations to invite delegations of buyers and or investors to South Africa with the view of concluding export orders (Inward Buying Missions) or attracting foreign direct investment into South Africa (Inward Investment Missions).

<p>Business / Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ One business executive with contracting authority from a foreign concern only. ▪ Including domestic air travel in South Africa. 	100%
<p>Hotel Accommodation</p> <ul style="list-style-type: none"> ▪ Dinner, bed and breakfast (excluding alcoholic beverages) ▪ Up to 10 days <p>The organiser of a mission must obtain quotes from at least three of the EMIA Preferred Service Providers and forward these to the mission business unit for consideration.</p>	Max. R2,500 / day
<p>Ground Transport</p> <ul style="list-style-type: none"> ▪ Groups consisting of 1 – 2 buyers / investors would qualify for the rental of a Group B vehicle for the duration of the mission only. ▪ Groups consisting of more than 3 buyers / investors would qualify for the rental of 1 minibus or more (where applicable) for the duration of the mission only. <p>The organiser of a mission must obtain quotes from at least three of the EMIA Preferred Service providers and forward these to the mission business unit for consideration.</p>	100%

INWARD MISSIONS TO LOCAL EVENTS / EXHIBITIONS

Economy class return airfare	100%
Hotel accommodation (dinner, bed, breakfast and all Tourism levies – excluding alcoholic beverages or any other services of a personal nature) for a maximum period of 3 days only. This amount also includes any services fee or commission payable to the EMIA Preferred Service Provider	Max. R2,500 / day
Ground transport – maximum of 3 days only	100%

LOBBYING / BIDDING MISSIONS

Lobbying / Bidding Missions would be utilised by:

- Contracting & Consulting Engineers;
- Capital Goods;
- Electro technical; and
- Tourism industries,

to lobby / bid for international projects or the hosting of major international events. These would include missions to the World Bank, African Development Bank etc. Bidding Missions would also include the hosting of international inspection committees who have to visit South Africa as part of the Bidding process.

Financial benefits for these offerings would remain the same as for the current Inward Bound Mission Schemes.

FOREIGN BUYER ASSISTANCE

Foreign Buyer Assistance to representatives of major International purchasing concerns in order to visit a South African National Pavilion at an international trade fair / show to ensure meetings with the South African exhibitors at the Pavilion and to place export orders with them. The offering will be applicable to high-level (executive) officials who would make a difference to the buying decisions and must be well motivated and substantiated by the applicant.

This offering would be at the absolute discretion of the Director: Export Promotion and by special invitation only.

BENEFITS: FOREIGN BUYER ASSISTANCE

Business / Economy class return airfare to and from the Pavilion	100%
Subsistence allowance for a maximum of 2 days	US \$ 200 / day

Criteria for Foreign Buyer Assistance:

- The representative must be a Board Member, Director or Non-Executive Director of the company.
- Buying Power of the company – Size of the company and the value of existing imports.
- Status of the business to be conducted – value of the investments/goods considered for purchasing.
- Types of products to be sourced (quantities and possible value of sales).
- The relevant Foreign Economic Representative should further submit a detailed motivation for inviting the company, indicating:

- ⇒ The likelihood of the invited company to source from South African companies at the event
- ⇒ The level of interaction with South African companies prior to the event.

20. EMIA GROUP MISSIONS CRITERIA

- a. **The organising body must be a recognised industry association** such as Chambers of Commerce, Industry Associations, Provincial Investment Promotion Agencies (PIPA's), Export Councils, Provincial and Local Government or **the dti**.
- b. Missions should be confined to small manageable groups of 3 or more foreign buyers / investors.
- c. Only one business executive with contracting authority per foreign entity will qualify for the mission. The representative should be a senior executive with the necessary authority to conclude contracts on behalf of the firm.
- d. The mission must be aligned with **the dti's** sector strategy.
- e. **Follow-up visits** will be considered based on the submission of a full motivation from the Mission Organiser and will be at the discretion of the responsible Director.
- f. The Director responsible can approve additional days for the foreign buyer/investor should he/she be delayed due to flight routings or availability.

21. SUPPLEMENRATARY INFORMATION AND DOCUMENTATION

- a. A detailed motivation for the mission, including:
 - brief overview and background of the mission
 - the Contact and involvement of Foreign Offices
 - once completed, how will the mission support the mandate of sustainable SME development
 - what objectives will be achieved as a result of the mission?
- * Please refer to the detailed mission motivation template available.*
- b. A detailed, confirmed flight routing for each of the invitees.
 - c. A profile for each of the invited companies as well as confirmation of the visitor's decision-making capability and participation in the mission.
 - d. The following rules apply to Ground Transport:
 - The mission organiser is responsible for ground transport on behalf of the visiting delegates and must ensure that it is in line with the approved itinerary.
 - Quotes from at least three of EMIA's Preferred Service Providers for the duration of the event must be forwarded to EMIA for consideration.

- It is the responsibility of the mission organiser to ensure that transport services delivered do not exceed what has been approved by EMIA by signing relevant travel sheet for each leg of the journey when services have been rendered. The signed travel sheet must be forwarded to EMIA on conclusion of the Missions as part of the reconciliation process.
 - EMIA will not be responsible for costs incurred over and above those approved and any additional travel arrangements would be for the organiser/participants' own account.
- e. Hotel accommodation quotes from at least three of the EMIA Preferred Service Providers.
- i. The Director responsible can approve additional days for the foreign buyer/investor should he/she be delayed due to flight routing or availability.
 - ii. A prep-day one day before the official start of the Inward Buying Mission can also be approved by the director the reason being to give travellers time to acclimatise and to participate at prep briefing session.
- f. Written confirmation from each of the proposed delegates with regard to their attendance of the event and proposed flight routing. This should be obtained before confirming and paying any flight bookings.
- g. Copies of passports for each of the proposed travellers in order to verify personal details.
- h. Organisers must submit a detailed itinerary with the application at least **two weeks** prior to the departure of the mission, with verifiable contact details and addresses of businesses to be visited.

Subsistence allowance will not be paid (i) for weekends and public holidays, unless confirmed meetings have been scheduled for these days and (ii) subsistence will only be reimbursed for the last day of the Mission, should participants have at least two business meetings on the day of their departure.

PLEASE NOTE: A detailed itinerary will no longer be required for Inward Bound Missions to local events, provided the mission organiser forwards a comprehensive list of potential South African companies / exhibitors who will be available at the event to meet with foreign delegates during the visit.

22. DEFINITIONS & TERMINOLOGY

EXPORT TRADING HOUSE (representing at least three SMME's / HDI's)

A business, which focuses on the promotion of export-trade through the marketing of products procured from different manufacturers.

The principle/manufacture is not allowed to participate simultaneously with the agent.

How to Contact the EMIA Administrators

Our Contact Numbers

the dti Contact Center

For general EMIA information contact: 0861 843 384

Website

www.thedti.gov.za

Applications Customer Care Line

Enquiries related to status of applications, clarification of rules, request for application forms:

National Pavilions: (012) 394 1195	Individual Exhibitions; PMR: (012) 394 1014
Group Missions: (012) 394 1885	Individual Missions; FDI: (012) 394 1014

Claims Customer Care Line

Enquiries related to the status of claims, request for Claim forms:

National Pavilions: (012) 394 1273	Individual Exhibitions; PMR: (012) 394 1044
Group Missions: (012) 394 1273	Individual Missions; FDI: (012) 394 1044

Complaints

**For effective and immediate response to all complaints about poor service delivery
please contact the Director EMIA: Christiaan Saaiman in writing:**

Fax: 012 394 1020

Or

e-mail

CSaaiman@thedti.gov.za