



**EMIA
EXPORT MARKETING & INVESTMENT
ASSISTANCE**

**National Pavilions
Guidelines
(Foreign & Domestic)**

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 (OMS)
Outward Investment Recruitment Missions (OIM)
Inward Buying Trade Missions (IBM)
Inward Investment Missions (IMM)
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

2. NATIONAL & MINI NATIONAL PAVILIONS

INTERNATIONAL

the dti participates in selected trade fairs and exhibitions abroad by means of National Pavilions or Mini National Pavilions. Assistance is therefore provided to qualifying South African exporters to introduce South African products into foreign markets by participating in suitable foreign exhibitions in a cost effective manner.

A **Mini National Pavilion** is official country participation, on a small scale, in major trade fairs or exhibitions abroad, which showcases the country, its industries, strengths, comparative advantages and houses exhibiting firms.

LOCAL

This is a specific offering to support specific domestic industry National Pavilions where the assistance is towards participating companies and not a sponsorship to the organisers of the event. Domestic Pavilions may only be organised at exhibitions which bear the Exhibitions Organisation of South Africa (EXSA) stamp of approval.

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's or HDI owned businesses;
- c South African commissioned agents representing at least three SMME's or HDI owned businesses;
South African Export Councils, Industry Associations and Joint Action Groups representing at least five (5) South African entities.
- d 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.
- e 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.
- f Provincial Investment Promotion Agencies, including Trade Promotion Organisations, Local and Provincial Government departments will only receive stand space, freight forwarding and other services related to the National Pavilions where they participate on National Pavilions. No EMIA funding will be considered for other government departments or parastatals.
- g 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-subidiaries 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 (for foreign exhibitions).
- d. Potentially 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 for the National Pavilion offering.
- i. Firms applying to participate on a National Pavilion at a defence, or security equipment-related exhibition are required to give details of the products which they plan to exhibit to the National Pavilion Unit before approval for EMIA assistance. The reasons being that **the dti** is required by law to ensure that the products may be exported and allowed to be exhibited in the country where the exhibition will take place. Failure to comply would result in the immediate disqualification of the firm's participation.

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. Each **National Pavilion** has a certain closing date for applications of at least six months prior to the starting date of the event. Applicants should contact EMIA to ensure that their applications are received timeously for consideration at the adjudication meeting.
- h. **Late and incomplete applications will not be considered.** No verbal approvals will be given regarding applications. It is up to the applicant to ensure that he/she has written approval before his/her departure. The approval letter must be signed and returned by fax to EMIA before or on the specific date indicated on the letter.
- i. The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within **three months** after 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.
- j. Where approvals had been granted after an event has occurred, a claim **must** be submitted within **one month** of receipt of such notification of application approval.
- k. Claims, in respect of which claim items/documentation are outstanding after three months, will be cancelled.
- l. EMIA will accept a copy of the “E-Ticket”, provided it is accompanied by proof of the exit and entry date stamps from and into South Africa as well as the original/certified copies of the boarding passes for each leg of the journey.
- m. DECISIONS BASED ON NON-ADHERENCE TO RULES AND / OR CRITERIA CANNOT BE APPEALED.
- n. **The only acceptable means of payment are:**
 - i. Cheque,
 - ii. Bank draft,
 - iii. Credit card, or

- 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. Traveller's 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.

Customers must please provide the following details as indicated below:

- **When communicating by fax:**

Use a fax coversheet and indicate clearly: number of pages, event and 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:**

Mapungubwe- the dti Group House

EMIA Division
(National Pavilions)
Building A, Ground Floor

EMIA Division
(National Pavilions)
Building A, Ground Floor

77 Meintjies Street
Sunnyside, Pretoria
0002

Private Bag X84
Pretoria
0001

• **Manager's area of responsibility**

Name	Department	Contact details
Koos Janse van Rensburg	National Pavilions	012 – 394 1029/1195
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. PREFERRED SERVICE PROVIDERS

In order to improve the efficiency of the scheme and to provide increased service levels to customers, Trade Investment South Africa has appointed Preferred Service Providers (PSP's), to the EMIA scheme, for the provision of Travel and Freight Forwarding services.

FREIGHT FORWARDING:

Agility Fairs & Events Logistics (Pty) Ltd	Mr Mike Weeks / Ms Yolanda Ferreira	011 396 1494/5	mweeks@agilitylogistics.com yferreira@agilitylogistics.com
Sebenza Forwarding & Shipping Consultancy (Pty) Ltd	Ms Jenny Loretz Ms Lizel Kotze	011 314 0747	jloretz@sebenza.co.za lkotze@sebenza.co.za
Exhibitions Freightng GSM CC	Mr Clive Nel Mrs Jaquci Nel	021 552 7248	ef-gsm@iafrica.com
UTI South Africa	Mr Adrian Ashley	011 387 4000	AAshley2@za.go2uti.com

AIR TRAVEL:

Company	Contact person	Phone	Email
Flight Specials Pretoria Travel	Ms Karin Rheeder Ms Melody Coetzee	012 343 9120	kr.pretoriatravel@galileosa.co.za mc.pretoriatravel@galileosa.co.za
Flywell Travel	Ms Shakira Mukadam Ms Jeanne Mooloo	012 374 2041 /2/3/4/5	flypry@galileosa.co.za jeannem.flywelltravel@galileosa.co.za
Connex Travel	Ms Carin Oelofse Ms Enid Phillips	012 342 3600	carino@connex.co.za enidp@connex.co.za

AIR-TICKET BOOKING PROCEDURE

- a. **the dti** will make a provisional reservation with the travel agent for the traveller from the firm. Details of the reservation in the name of the traveller from the firm, together with the price of the air ticket, which will be purchased by **the dti**, are then forwarded to the firm.
- b. **the dti** then issues an order to the travel agent to issue the tickets for the indicated travellers from the approved firms.
- c. The firm is then given a maximum of 3 working days (unless indicated for a shorter time) to contact the travel agent to confirm the reservation and to have the ticket issued by the travel agent. Failure to confirm the reservation and have the ticket issued will result in the reservation being cancelled. In this case the firm will be liable for any additional costs for the air ticket of the traveller. **the dti** will therefore only cover the costs of the approved ticket amount.
- d. **the dti** covers the costs of the tickets for the shortest / most direct route and for the bookings on the dates relative to the exhibition. Any costs as a result of changes to the booking/deviation to the route and dates are for the firm's own account and must be settled directly with the travel agent.
- e. Should an exhibitor request the appointed travel agent to cancel an air ticket, which has **already been issued**, **the cancellation fee as well as the cost of a new ticket, will be solely for the exhibitor's account.** EMIA will not provide financial assistance in terms of an air ticket, which has been cancelled and re-issued. The exhibiting firm must also confirm in writing to Director: Export Promotion, the new traveller's details and that this traveller has decision-making capacity.
- f. Should the exhibitor not be able to travel and the air ticket **has not been issued** then a letter from the firm's Chief Executive Officer/Managing Director should be forwarded to the Director: Export Promotion, indicating the following:
 - Reasons why the traveller is unable to travel to the event;
 - Confirming the name and designation of the new traveller;
 - Confirmation that the new traveller is a full-time employee of the firm;
 - Confirmation that the new traveller has decision-making capacity; and
 - A certified copy of the new traveller's passport.
- g. On approval of an application the participant(s) must supply the Travel Agent with the following:
 - Credit Card details or
 - A deposit equivalent to the cancellation fee.

Customer Responsibility

Should changes in the final booking occur due to:

An approved applicant/s cancelling his/her/their participation

- a. An approved applicant/s changing it's/their participant's name; and these result in changes to the costs of the booking, in the form of higher prices per ticket, **the dti** will not be responsible for the payment of the increased prices. The applicant(s) will bear the cancellation fee and any additional costs.
- b. All that is required from the customer is to arrange for the issue and delivery of his/her ticket from the service provider.
- c. EMIA will not consider claims in respect of travelling expenses where **the dti** Preferred Service Provider was not utilised.
- d. EMIA will not be responsible for any service fees/administrative fees charged by the Preferred Service Providers or for cancellation fees which are incurred due to travel deviations. All these additional costs must be borne by the customer. Please note that at the time of booking/issuing of ticket the PSP's will request your banking details in order to facilitate these transactions.
- e. **Please note that the dti is not allowed to provide travel insurance related to the air ticket.** The exhibitor is responsible to contact the travel agent to arrange travel insurance. The insurance costs will solely be for the exhibitor's account.

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 the transport of samples or air and 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 National Pavilions 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.

9. NATIONAL PAVILIONS: FOREIGN

International Pavilions - The travel and subsistence for approved HDI's & SMME's is provided for one decision-making representative per registered exporter per National Pavilion.

<p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ HDI 's & SMME's only ▪ the dti makes the provisional arrangements and bears the costs. 	<p>100% maximum of R13,000</p>
<p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ HDI's & SMME's only ▪ Exhibitors are allowed to claim a subsistence allowance for one day prior to the exhibition official starting date, to ensure that the stand is ready for the opening of the exhibition, and subsistence for the duration of the exhibition 	<p>R1,800/day</p>
<p>Transportation of samples</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses ▪ the dti will appoint a freight forwarder and will pay certain costs relating to the consolidation of exhibition material and the transport thereof from the point of consolidation to the exhibition and back to the consolidation point in South Africa, if so desired by the exhibitor. ▪ the dti will be responsible for the freight costs of display material up to a maximum of 2,000kg or 3 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. ▪ In certain cases, the dti may authorise freight costs, which exceed the above guideline. (e.g. Capital equipment and other large goods). 	<p>the dti bears the costs</p>
<p>Exhibition-related costs</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other-sized businesses ▪ the dti makes arrangements and bears the costs. ▪ The exhibition and related costs relative to National Pavilions relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise the National Pavilions successfully. 	<p>the dti bears the costs</p>

IMPORTANT NOTES: TRADE FAIRS ABROAD

- a. One representative per SMME/PDI business will qualify for the travel and subsistence allowance. The representative should be a senior executive, and in authority to conclude contracts on behalf of the firm.
- b. Once an exhibitor has been approved to participate on a National Pavilion, they will receive an approval letter stating their approval and the costs covered by **the dti**, as well as other important information and the conditions which apply. The responsible person from the firm is required to signify their acceptance of the terms and conditions contained in the approval letter, by signing the last page in the space provided, in the presence of two witnesses. This has to be faxed back to the National Pavilions Section of **the dti** by the date indicated in the letter. **Failure to do this**

can result in the cancellation of the exhibitor's participation in the event and the dti's financial support to the firm.

- c. The Director: Export Promotion may authorise the appointment and funding of foreign specialists to undertake market research, targeting of potential foreign buyers and undertaking promotions on behalf of the approved exhibitors on a National Pavilion. The amount approved for the appointment of a consultant per National Pavilion in a foreign market may not exceed R50,000 per pavilion, payable from the National Pavilions budget (Programme funds). The applicable Export Council/Industry Association has to submit a written request with three quotes from possible marketing specialists to the Director: Export Promotion, motivating the request and detailing the costs.

10 NATIONAL PAVILIONS: LOCAL

Domestic Pavilions

<p>Economy Class return domestic airfare</p> <ul style="list-style-type: none"> ▪ HDIs & SMMEs only, which are located more than 200 kilometres from the event. 	<p>100% up to a maximum of R1,200</p>
<p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ HDI's & SMME's only ▪ Exhibitors are allowed to claim a subsistence allowance for one day prior to the exhibition official starting date, to ensure that the stand is ready for the opening of the exhibition, and subsistence for the duration of the exhibition. Only applications of firms located more than 200 kilometres from the event will be considered. 	<p>R800 / day</p>
<p>Transportation of samples</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other-sized businesses ▪ the dti will appoint a freight forwarder and will pay certain costs relating to the consolidation of exhibition material and the transportation thereof from the point of consolidation to the exhibition and back to the consolidation point, if so desired by the exhibitor. ▪ the dti will be responsible for the freight costs of display material up to a maximum of 2,000kg or 3 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. ▪ In certain cases, the dti may authorise freight costs, which exceed the above guideline. (eg. Capital equipment and other large goods). Only applications of firms located more than 200 kilometres from the event will be considered. 	<p>100%</p>
<p>Exhibition costs</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other-sized businesses ▪ the dti makes arrangements and bears the costs ▪ The exhibition and related costs relative to National Pavilions relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise National Pavilions 	<p>100%</p>

successfully.	
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IMPORTANT NOTES: TRADE FAIRS LOCAL

- a. One representative per business (SMME /HDI) will qualify for the air travel and subsistence. The representative should be a senior executive, and in authority to conclude contracts on behalf of the firm.
- b. Once an exhibitor has been approved to participate on a National Pavilion, they will receive an approval letter stating the approval and the costs covered by **the dti**, as well as other important information and the conditions which apply. The responsible person from the firm is required to signify their acceptance of the terms and conditions contained in the approval letter, by signing the last page in the space provided, in the presence of two witnesses. This has to be faxed back to the National Pavilions Section of **the dti** by the date indicated in the letter.

11. SUPPLEMENTARY INFORMATION AND DOCUMENTATION

The following supplementary information and documentation are required with the application:

- a. **A full colour product brochure** - The brochure must be printed on good quality paper (**art gloss stock, minimum 135 gsms and** must contain the entity name and logo, international contact details, carefully edited pictures of the products, description of products and the international specifications.
- b. **Customs & Excise Registration Certificate** - Businesses/individuals applying for EMIA assistance must be registered with the Commissioner of Customs & Excise (SARS) **as exporters and importers**. A copy of the registration certificate must be attached to all applications. Contact Customs & Excise: -Tel: 012-422 6934/5/6/7.
- c. **Original valid Tax Clearance Certificate** - An original valid Tax Clearance Certificate must accompany all applications for assistance under the National Pavilions programme of EMIA. Applications will not be considered if a valid/original tax clearance certificate is not submitted with the application. Applicants must ensure that the Tax Clearance Certificate is **valid for at least 6 months** from the date of submission of the application form.

- d. **Certificate of Incorporation/Partner Agreement** - A copy of the Certificate of Incorporation (Ltd, (Pty) Ltd. and CC) or a copy of the Partnership Agreement or in the case of a sole proprietor a **copy of a South African identity document** (Foreigners must submit copies of their passports and proof of registration with the South African Revenue Services). The documentation should include a copy of the original Certificate of Incorporation and Certificate/s of all name changes effected pertaining to the company.
- e. A copy of the traveller's passport will suffice in confirming the full details (names of the traveller. Therefore a **certified** copy is no longer required.
- f. A valid copy of the passport of the representative of the firm to be travelling to the exhibition (*for foreign exhibitions only*).
- g. In the case of a commissioned agent or Export Trading House, agency agreements and brochures from 3 represented SMME/HDI's represented and letters confirming permission to represent these SMME's/HDI's with the application. These letters of representation must be signed by the relevant MD/CEO/Owner of the firm and state that the Export Trading House can represent them. Letters must also include confirmation of purchase by the Export Trading House quantity and value of the purchases.
- h. In cases where an Export Trading House is exporting wine in bulk form, a letter from the estate/winery indicating that the firm or individual who are trading in bulk wine has purchased bulk wine, indicating the variety and volume purchased.
- i. A business, which focuses on the promotion of export trade through the marketing of products of different manufacturers (Export Trading House) is required to submit 3 product brochures of at least 3 SMME/HDI's represented and letters confirming permission to represent these SMME's/HDI's with the application. These letters of representation must be signed by the relevant MD/CEO/Owner of the firm and state that the Export Trading House can represent them. Letters must also include confirmation of purchase by the Export Trading House quantity and value of the purchases.
- j. Entities that are outsourcing their manufacturing process will be subjected to a site visit to verify the manufacturing processes, if deemed necessary, before the approval of the EMIA application.

- k. **Financial Statements** - Applicants are required to provide the latest audited financial statements. The latest audited financial statements must be prepared and signed off by registered accountants. If the latest financial statements are not available, the registered accountant must provide the reasons for non-availability and confirm the entity's turnover and operational assets. In addition to this the applicant should provide EMIA with audited financials pertaining to the previous financial year **or in instances where entities are recently constituted** and the latest (audited where applicable) financial statements are not yet available, entities must submit a set of interim financial statements accompanied by a letter from their auditors verifying the interim financial statements. In the case where financial statements are not yet available after a period of six months from the financial year-end of the company, EMIA may require interim financial statements pertaining to the full financial year of the entity when deemed necessary. Sole Proprietors are no longer required to provide the latest bank statements for the last three months.

- l. **Company Profile/Images** – all applicants lodging applications to participate on National Pavilions must submit a company profile as well as the company logo in a high resolution (at least 300 dpi) in electronic format on CD with their application according to the template attached to the application form. Please also submit electronic images/product images in high resolution (at least 300dpi). These profiles and images will be used in the production of the National Pavilion brochure and branding for the particular event.

12. CLAIMS – NATIONAL PAVILIONS

- 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 on a National Pavilion.** (A comprehensive list of the claims documents required is given in Section B – Claim Checklist, on page 2 of the Claim form for National Pavilions).
- 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.

13. EMERGING EXPORTERS

An emerging exporter is an HDI entity or individual 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>

14. 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 upon 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.

15. 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** cannot 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 that have experience in the specific sector area; and
- All applications should be accompanied by a project plan with key deliverables and due dates.

16 IMPORTANT STEPS TO FOLLOW WHEN ATTENDING A PAVILION

Branding

Display only South African products as indicated on the application form. The branding of products to be exhibited on the South African pavilion must not be misleading as to the origin of the products or be of a nature as to create the perception that they are produced or packaged in another country. Products found to be contravening the intellectual property rights displayed on South African pavilions **will be removed** from the pavilion and will not be allowed to be displayed.

POSTERS / GRAPHICS

The approved exhibiting firm's graphics for the production of a poster for display on your stand must be forwarded on a CD, in high resolution (300 dpi, TIFF format) to the National Pavilions Section before the date which will be indicated on the approval letter, in order that these can be forwarded to the stand building firm for the production of the firm's poster at **the dti's** cost. **The standard size of a poster is 990cm (wide) x 1500cm (long)**. This is applicable to firms that do not have standard display posters/pop-up banners or pre-constructed display stands. Existing posters/pop-up banners should be cleared with the Manager National Pavilions before the event.

The aim of the abovementioned is to ensure the standardisation of the sizes and look of the posters/graphics displayed on the pavilion and to improve on the general aesthetics of the pavilions. Please note that exhibitors will not be allowed to display posters/graphics, which have

not been produced by the pavilion stand builder or which had not previously been cleared by the Manager: National Pavilions. **This does not refer to pop-up banners or pre-constructed or collapsible display stands.** Applicants must submit an electronic copy of their product photos in high definition with their firm logo and profile when submitting the National Pavilion application form. Production of these logos/product photos/images will be for the applicant's account. These images will be used for branding purposes on the National Pavilions.

Exhibitor's responsibilities:

- a. Delivering their products to the relevant point of consolidation and for collecting their products after their return from the exhibition.
- b. All travel and subsistence expenses for their representatives attending the exhibition except for SMME's and HDI businesses, whose allowance (one per firm) will be approved by **the dti** prior to departure for reimbursement on their return.
- c. Transport costs, duties, VAT and other customs documentation of products **to be sold** at the exhibition.
- d. **Any cost incurred by the dti as a direct result of the withdrawal of exhibitors from the exhibition after the dti had incurred specific costs on behalf of the exhibitor on their request.**
- e. Any storage and distribution of their exhibition material during and after the exhibition, not with their official consignment.
- f. To have a decision-making representative on their stand **full-time**, for the duration of the exhibition to receive visitors and take orders.

Exhibitors must undertake to:

- a. Ensure their products are properly and securely packed as per the instructions of the appointed freight forwarding service provider.
- b. Deliver the required packing list and commercial invoices to the appointed freight forwarder, as per their instructions.
- c. Comply with the regulations of any foreign customs authorities regarding re-exportation of temporarily imported goods within the period of time set by such foreign customs.
- d. Return the goods taken abroad temporarily.

In the event that goods are not re-exported from the relevant country with the consolidated exhibition material, exhibitors must undertake to:

- a. Accept responsibility for any negotiations or proceedings with all customs authorities.

- b. Pay all duties, taxes, charges, fines and transport costs that result from non-export or failure to observe customs regulations and requirements either in South Africa or abroad.

Exhibitors are requested to be present a day prior to the commencement of the show in order to ensure that:

- a. Exhibitors have the opportunity to liaise with contractors in connection with their individual stands,
- b. Exhibitors are able to timely unpack and display their products on their individual stands in time for the opening of the exhibition. Should participants not have their booths ready on the morning of the official opening day of the event; they will not qualify for the subsistence allowance for the set-up day.

17. SPECIAL CONDITIONS

Exhibitors should familiarise themselves with the conditions as set out below:

- a. **the dti** reserves the right to withdraw from these exhibitions if suitable applications have not been received on the closing date for applications (6 months prior to the event).
- b. Approved participants should familiarise themselves with the **Code of Conduct (House Rules)** for exhibitors on a South African National Pavilion. (*Given to all approved exhibitors prior to the exhibition*)
- c. Only exhibition material forwarded from the consolidation point in South Africa to the exhibition grounds and back to the consolidation point, will be the responsibility of **the dti**. If exhibition material has to be forwarded from any other point, **the dti** reserves the right to consider the request for funding based on merit.
- d. Duties & taxes for goods purchased in the foreign country are for the expense of the exhibitor.
- e. **the dti** will not be held responsible for storage costs in the event of the exhibitor exceeding the maximum amount allowed of three cubic meters or two tons (the one not to exceed the other).
- f. It is the responsibility of every exhibitor to ensure that he/she meets the deadlines set by **the dti** and service providers appointed by **the dti**.
- g. It is the exhibitors' responsibility to take out full insurance cover for their products while in transit and for the duration of the exhibition.
- h. **the dti** does not accept any responsibility whatsoever for any loss or damage which may occur.
- i. **the dti** reserves the right to remove any displayed items which are not manufactured in South Africa, or which are not up to standard.
- j. Where passports do not have an entry and exit stamp, because they were scanned at customs, a claimant will have to submit boarding passes as proof of entry/exit into or out of South Africa.

- k. Should an exporter cancel participation after the consolidation date of the shipment, the exporter will be liable to **the dti** for an amount of R 50,000 as a cancellation fee.
- l. 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, for a Trade Mission to visit an international exhibition where **the dti** already funds a National Pavilion. However, this rule will not be applicable to International Trade Initiatives, but limited to one International Trade Initiative per region annually, approved by the DDG: TISA.

18. DEFINITIONS & TERMINOLOGY:

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

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

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

COMMISSIONED AGENT (representing at least three SMME's)

A commissioned agent must have an agency agreement with a local manufacturer for the promotion of the manufacturer's products in the export market.

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

SMALL, MEDIUM AND MICRO-SIZED EXPORTERS – SMME's

SMME's must be privately, independently or co-operatively owned and managed, and must comply with any two of the following quantitative criteria: -

- Total annual turnover must be less than R40 million.
- Total assets excluding fixed property must be less than R15 million.
- Less than 200 full-time employees.

PREVIOUSLY DISADVANTAGED BUSINESSES - HDI's

For a business to qualify as a Historically Disadvantaged Business, it must: be an SMME where at least 51% of the business must be owned by black person(s), women or disabled person(s) of South African nationality.

OTHER-SIZED BUSINESSES

Businesses that do not qualify under the definition of an SMME as stipulated by the EMIA Scheme

HS-CODE (Harmonised System Code)

An international code used to classify products that are imported and exported. The HS-Code (Harmonised System Code) or Tariff Heading can be obtained from Customs & Excise (SARS) - **Telephone: 012 422-4000**

VALUE-ADDED PRODUCT

A value-added product is a product by which a South African business has increased the value of a product at each stage of its production, **excluding** initial costs such as indirect labour, commissions, taxes, duties, **including raw materials and packaging**, by 35%

SUBSISTENCE ALLOWANCE

The daily subsistence allowance is provided in order to cover **a portion** of the hotel accommodation, meals, taxi fares, telephone calls, etc. No supporting documents are required with the claim.

BLACK-OWNED ENTERPRISES

The balanced score card approach is followed when making reference to an entity's affirmative action record and status

- Black Owned Enterprise: 50.1% ownership and substantial management control
- Black Owned Entity: 25.1% ownership and substantial management control
- Black Women Owned Entity: 25.1% representation by a black woman within the black equity and management portion.

EXHIBITION COSTS

The exhibition and related costs relative to National Pavilion relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise National Pavilions successfully.

the dti Call Centre

For general EMIA information: 0861 843 384

Visit our 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

Claims Customer Care Line/Helpdesk

Enquiries related to the status of claims: requested for National Pavilion Claim forms: 012 394-1146/1463/3028

Complaints

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

Fax: 012 394-0114/7 or e-mail: csaaiman@thedti.gov.za